

The Inland Printer

January

1911 · Volume 46 · Number 4

30 Cents

Which is the best
Offset Press?
The one on which
The best Offset Inks
Are used.
We would not advertise this
Unless we had
The Inks you need.
If you run an
Offset Press
Or make one
Send us your address.

Sigmund Ullman Co.

New York **Chicago**
Philadelphia **Cincinnati**

Respect gains Respect



IN business it is the respectful man who succeeds; it is the man who shows respect and high esteem for his fellows who is shown full measure of respect and consideration in return.

The letter-head is a positively unmistakable message of the regard one correspondent has for another. There is no better form of advertising the policy of a firm than fine, dignified, respect-conveying and respect-commanding business stationery. A man, upon receipt of a letter from another with whom he is not intimately acquainted, unconsciously gauges the integrity and sincerity of his correspondent by his letter-head. No man or firm can afford to be misjudged.

BROTHER JONATHAN BOND is the only paper made solely for high-class commercial correspondence producible at minimum cost, and it has been so for the past twenty-five years. It is the only paper that insures suitableness and economy in the greatest degree.

If you are a printer or stationer, and have the best interests of your customers at heart, you will show it by recommending BROTHER JONATHAN BOND to them. Send for latest samples if you are not supplied.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co. . . . . Milwaukee, Wis.
Interstate Paper Co. . . . . Kansas City, Mo.
Southwestern Paper Co. . . . . Dallas, Tex.
Southwestern Paper Co. . . . . Houston, Tex.
Pacific Coast Paper Co. . . San Francisco, Cal.
Sierra Paper Co. . . . . Los Angeles, Cal.
Oakland Paper Co. . . . . Oakland, Cal.
Central Mich. Paper Co., Grand Rapids, Mich.
Mutual Paper Co. . . . . Seattle, Wash.
American Type Founders Co. Spokane, Wash.
American Type Founders Co. . . . Vancouver, British Col.
National Paper & Type Co. . . New York City (Export only)
National Paper & Type Co., City of Mexico
National Paper & Type Co., City of Monterey, Mex.
National Paper & Type Co. . . Havana, Cuba

Address Division 1

J. W. Butler Paper Company

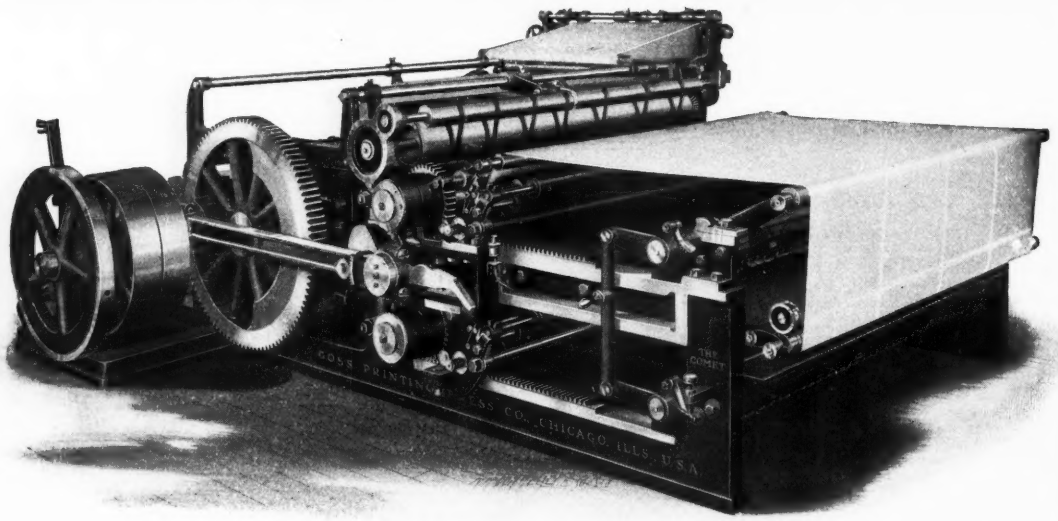
Established 1844

Chicago

Halley's Comet Has Come and Gone. But the GOSS "COMET" Press Has Come to Stay

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS will Print, Paste and Fold Four, Six or Eight Pages of a Six or Seven Column Standard Size Newspaper



The "Comet" is *positively* the most economical web perfecting press on the market, equipped with double pinion drive, angle bar and former folder, which is practically tapeless and rotary.

The "Comet" requires but half as many composition rollers and inking fountains, yet insures more ink distribution and better register of print than any other web press of the traveling cylinder class.

All composition rollers are interchangeable, the inking fountains of the thumb-screw pattern, while the web tension is automatically governed.

The "Comet" will take up floor space 12 x 13 feet, stands 4 feet 8 inches high, weight 16,000 pounds, while a 5-horse-power motor will be ample to operate the machine.

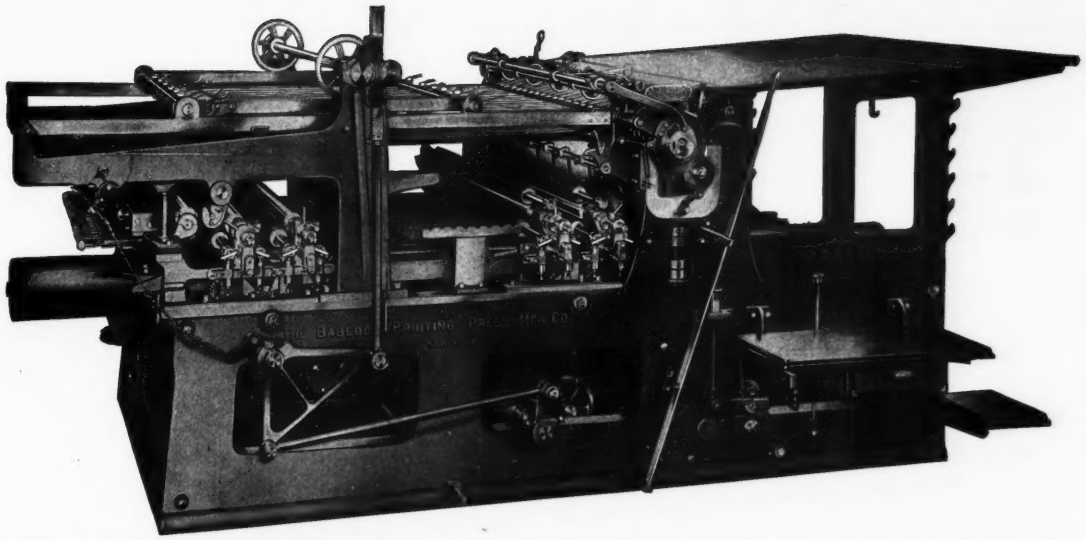
The "Comet" will cost no more to operate than a two-revolution or drum cylinder press with folder attached. It will reduce the labor in the pressroom one-half, permit of a greatly increased circulation without increased labor, allow all forms to go to press at one time, make it easy to catch mails and please the advertisers and subscribers by giving the latest news and early delivery.

For Prices and Terms Write

THE GOSS PRINTING PRESS COMPANY

NEW YORK OFFICE—1 Madison Ave., Metropolitan Life Bldg.
LONDON OFFICE—92 Fleet St. - - - - - - London, E. C.

16th St. and Ashland Ave., Chicago, Ill.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

Far beyond mere claim or careless assertion are these advertisements describing how the Optimus is fitted for its work; why and how it does better things. So plain is this exhibit that the high value and advantages of Optimus construction must appeal forcefully to everyone. Recently we have been showing just how the supreme quality of strength is developed to make the Optimus the most rigid of presses. These are Optimus reasons exclusively. No other construction gives equal rigidity. Almost regardless of other qualities the strongest press is best.

Above the bed is the heavy cylinder, powerfully braced inside, and accurately balanced. Through it passes a large steel shaft that runs in long boxes fixed rigidly to the side-frames. The construction is unyielding. There are few parts, and these closely coupled in small space. Read details given here for two months.

Below the bed are six broad-surfaced tracks. Two are long, with rollers; four are short, with wheels; all are equally spaced under impression so that a track is under each bearer. The center-girt supporting these tracks is the heaviest used, twice as strong as any other, because the Optimus driving motion does not crowd the space under the bed; it occupies little room, and admits a girt of unusual size, yet the bed is lower than in any other like press. Lugs on the side-frames sustain the girt, and relieve the bolts of strain. Tracks are quickly adjusted for wear, and pony sizes need less in number.

The construction generally followed has driving motions that require much space, and a heavier girt would drive beds now at the limit still higher; cylinder boxes are not fast to frames, and impression is secured through many and long connections. This construction manifests its weakness by guttering and by the cylinder leaving the bearers on heavy forms.

The Optimus does not gutter; its cylinder is firmly on the bearers no matter what the form. It is the strongest press the trade has ever had.

SET IN AUTHORS ROMAN AND AUTHORS ROMAN WIDE

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
316-318 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

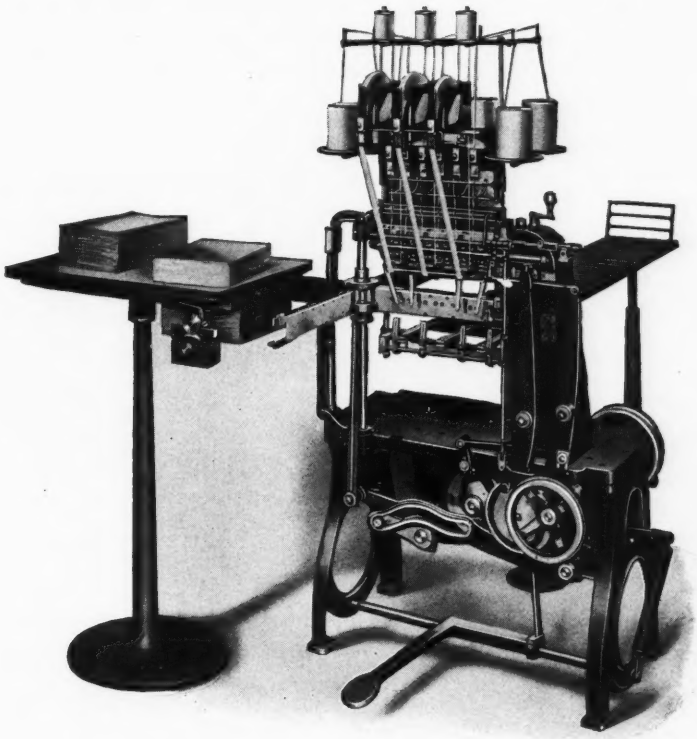
MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

New Model No. 3 Smyth

Book-Sewing Machine



THE popular machine for edition work, catalogues, school books, pamphlets, etc. Performs several styles of sewing — will braid over tape, sew through tape with or without braiding, or sew without tape or twine. No preparation of the work necessary before sewing.

Its fine construction, interchangeable parts, simplicity and rapid operation, have made it the most popular machine for Bookbinders the world over.

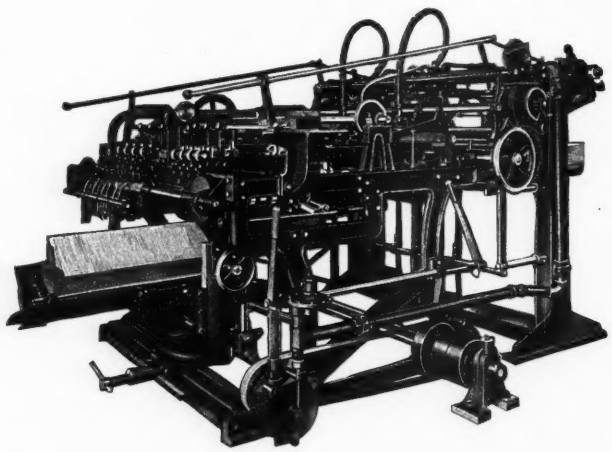
Other sizes to suit every requirement.

WRITE FOR PARTICULARS

E. C. FULLER COMPANY

FISHER BUILDING, CHICAGO . 28 READE STREET, NEW YORK

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches

The man who has never used a Drop-Roller Folding Machine may be unable to see much difference between a Chambers and some others. He often does not appreciate the value of these differences. The man in the bindery, however, who runs the machine, who has to get out the work, who makes the changes from one job to another and who is with the machine day to day, year in and year out — HE KNOWS.

His experience places the Chambers at the top on every point of merit.

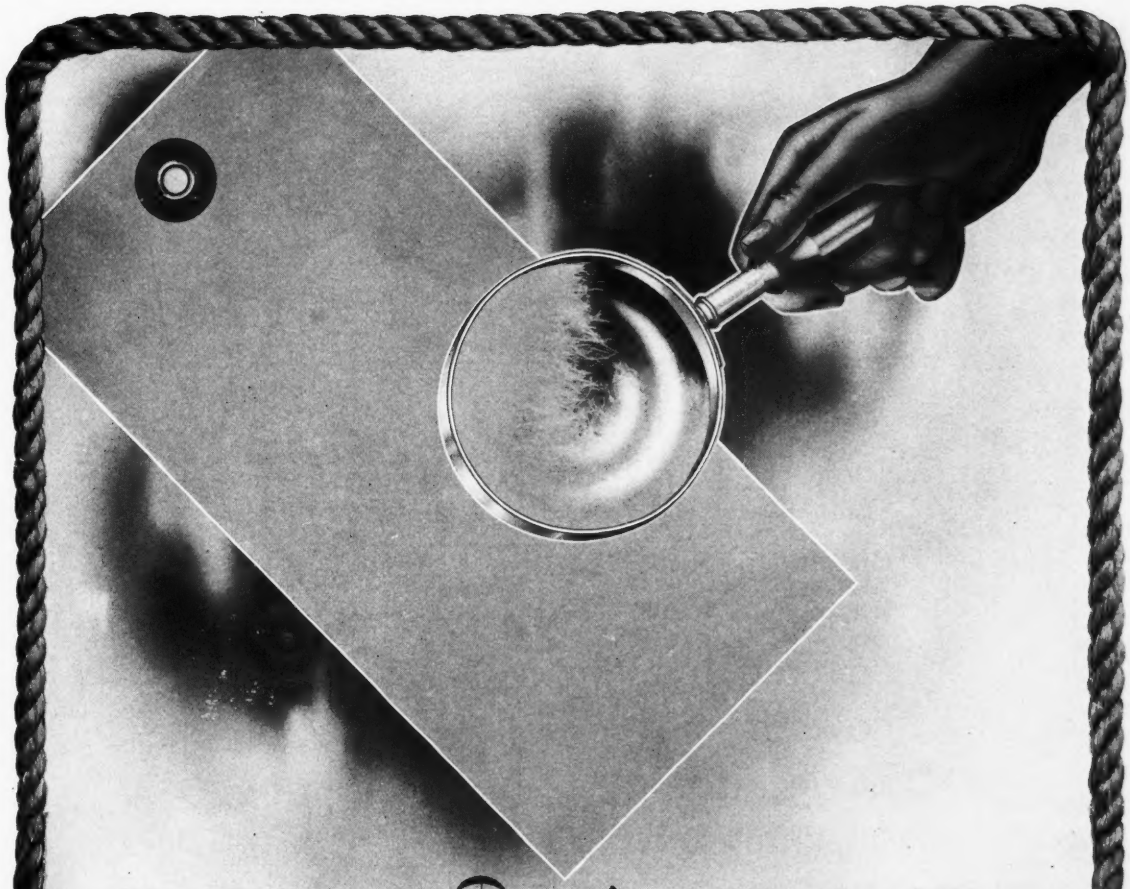
The new **440** is away beyond any previous production in the Folding Machine line. It sells on merit and on a smaller margin of profit for the builder.

The Price is in the Machine

Chambers Brothers Co.

Fifty-second and Media Sts., Philadelphia, Pa.

Chicago Office : : : 524 West Jackson Boulevard



The Fibres of a Dennison Standard Tag

Thousands of fine rope fibres, closely knit together, each one as tough as the hemp from which it came, — this is

The Strength Secret of a Dennison Standard Tag

Imagine the combined resistance to wear and tear, the imperviousness to water, the immunity from accidents and loss offered by such a stock! All far-seeing printers recommend Dennison Standard Tags. They know of no better insurance against trouble and disaster.

Dennison Manufacturing Company

THE TAG MAKERS

BOSTON
26 Franklin Street

NEW YORK
15 John Street
15 West 27th Street

PHILADELPHIA
1007 Chestnut Street

CHICAGO
25 Randolph Street

ST. LOUIS
413 North Fourth Street

To Would-be Purchasers of Gathering Machines:

We would strongly advise all parties contemplating the purchase of Gathering Machines to examine carefully our claims covered by Patent No. 761,469, covering calipering or detecting devices for signature Gathering Machines. Without the use of such patented device no practical Gathering Machine can be built. This patent has been sustained by the United States Circuit Court of Appeals.

Geo. Juengst & Sons

Croton Falls, New York

Don't Destroy or Give Away
WASTE PAPER

"It's As Good As Gold"

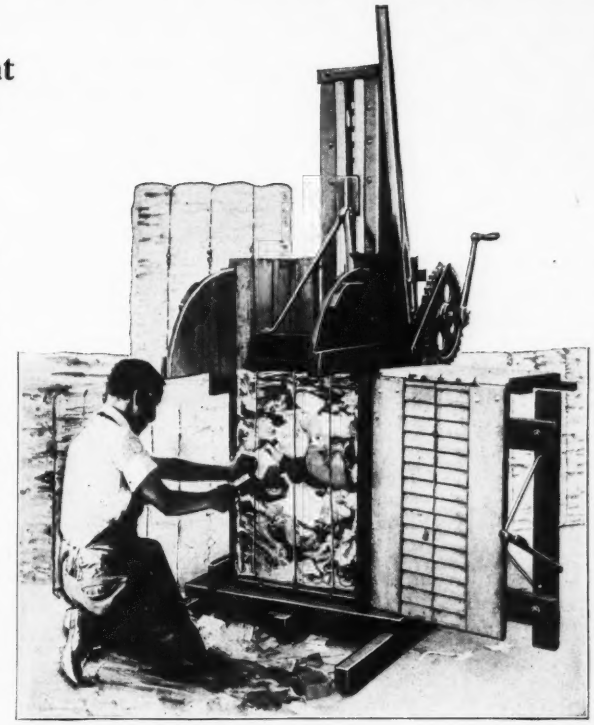
Sell It!

It Yields a *Clear Profit*

for $8.00 to $45.00 per ton

The Little Giant Bales It

Our Special Service Sells It



Waste paper baled in a Little Giant is one of the best business assets you have. It can be instantly converted into ***cash,*** because thousands of paper mills all over the U. S. are ready and eager to pay you *$8 to $45* per ton for it. This waste paper *costs you nothing* — therefore every cent you make from it is *clear profit*. The Little Giant turns out a wire tied bale, 30 inches long and weighing about 150 lbs. Your office boy can operate this press.

Our Special Service (an exclusive Little Giant feature) keeps you in touch with thousands of paper mills and ***enables you to get highest prices for baled waste.*** Because of this service, the Goes Lithographing Co., of Chicago, are now receiving from $90 to $100 monthly for baled waste, that they formerly received less than $20 a month for. Thousands of other firms receive three or four times as much as they did before installing a Little Giant.

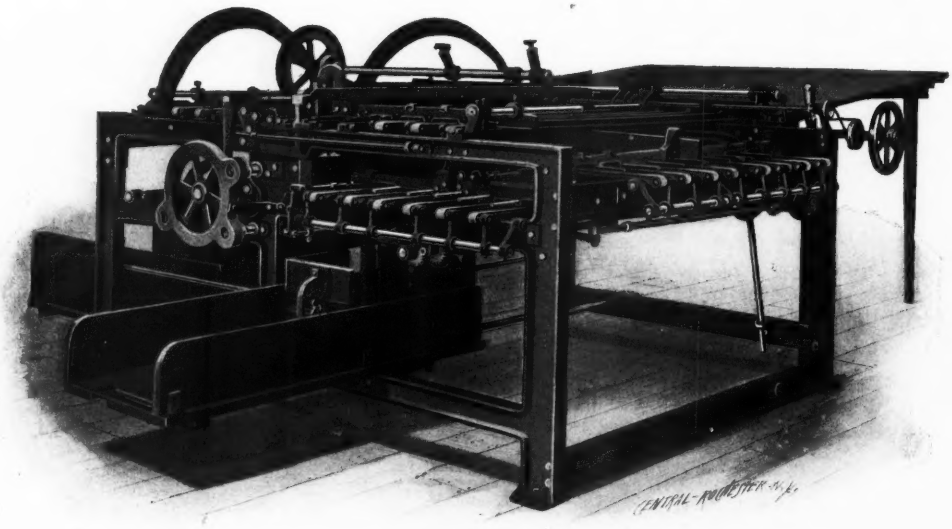
Little Giant
Baling Press

The Little Giant is the best, most practical, durable and easily operated baling press on the market. It costs less than any other baler, turning out the same size bale.

It reduces fire risk, keeps premises neat and clean, and has numerous other good points that make it imperative for you to own one.

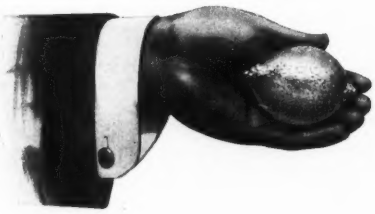
Write to-day for full information and let us tell you how we can sell your baled waste at highest market prices. Do it *now!* Address Department I. P.

Little Giant Hay Press Co., Alma, Mich.



New Model Jobber

for periodical and pamphlet work. Write for full particulars



We are not handing you a —



Brown Folding Machine Company

Erie, Pennsylvania

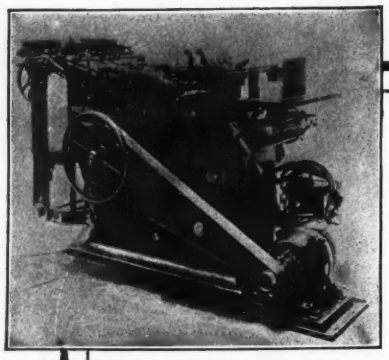
NEW YORK - - - - - - 38 Park Row CHICAGO - - 345 Rand-McNally Building

ATLANTA, GA. - - - - J. H. Schroeter & Bro.

Read the
Next Two Pages
About

THE
GREATEST
MONEY-MAKING
MACHINE
FOR THE
PRINTER

"GET IT"



TO THE
OF THE

THE AUTOPRESS has come into his own. The battle is over. The machine has amply justified the faith of its backers. The seemingly impossible has become a potent fact. Hundreds of Autopresses are in use now, scattered all over the Globe, putting the old hand-fed jobbers out of use, killing competition and making money for printers where profits were impossible before. The unprofitable job presswork is now more than welcome by Autopress users.

Thirty months ago we shipped the first Autopress from a factory scarcely worthy of the name. To-day the Autopress factory, thrice enlarged, is the admiration of the whole machine-manufacturing world.

MY DEAR MR. KOPPLE,— Yours of September 21, in regard to "statusmeter," came duly to hand and was put aside with the idea of finding time, later, to fill out the blanks, but on further reflection the job looks a bit formidable and we shall have to give it up and ask your kind indulgence in the premises. We beg, therefore, you will excuse us, so far as that is concerned.

I want to tell you, however, that we are getting good results from the machine and like it better as time goes on. We are always a bit chary about endorsing a new piece of machinery, but having had the Autopress in operation more than a year, we feel that we can say a good word for it without hesitation. On many kinds of work it is a winner and we are gradually finding out its possibilities. It is a pleasure to tell you this, for doubtless you have been disappointed at our apparent lukewarmness. The ingenuity and originality of the press appealed to us at the first, but as to its possibilities as a business proposition we had some doubts. In the face of ascertained results the doubts must give way, and some time we may be looking for Autopress No. 2.

Let me add that your broad and generous dealings have been a pleasure from the first and have been and are heartily appreciated.

N. ALLEN LINDSEY.

GENTLEMEN,— Replying to your letter of October 8, we are pleased to note your acknowledgement of check through Wight & Pew, your Helena attorneys, which we tendered them October 1 in settlement of first installment on the Autopress which we purchased from you.

We take this opportunity of thanking you for the businesslike manner in which you handled this matter, and giving us a thirty-day trial on the machine before acceptance.

We don't know how we ever got along without the Autopress, and it is doing wonderful work in our plant. Especially this month, during the busy election period. As an example of the output of the press, we enclose a few jobs run to-day: 10,000 bill forms in two colors, 5,000 cards run two sides, and 20,000 circulars—10M work-and-turn 4 pages.

We also enclose a couple of clippings advertising the press, but will boost this feature more extensively when we have time. At present we are too busy turning out printing, and the Autopress is more than it's own with its weaker and slower opponents.

You can send along a bunch of notes to the American Bank, as in all probability we will take them up faster than they fall due.

You did not enclose in your letter, as mentioned, copy of contract, but we presume this was an oversight. NAEGELE PRINTING CO.,
Fred Naegele, Mgr.

NEWARK, N. J.

We can not express ourselves in a more definite manner than sending you our check for $3,500, covering your invoice for two machines.

You will note, also that they were installed in our factory building with the understanding that we could have sixty days' trial. Long before the expiration of this time we were perfectly satisfied and pleased with our purchase, and we pay for the machines, as stated above, after we had operated about a month.

This transaction has been very satisfactory. The payment of our bill before the time specified in your contract will convey to you, *and to any others,* our opinion of the machines.

We gave you an order *for two* and regret that order was not made *for four.*

We are operating the machines for twenty-five per cent less than your estimate figure that it would cost us, and we find the machines capable of doing any commercial job that is printed and at high speed. The Autopresses have become known as the machines to fall back on when we have been delayed, and we desire to make up for lost time.

Trusting that this will give you an idea of what is thought of your press, and *wishing you all the success that you are justly entitled to for the production of such a machine,*

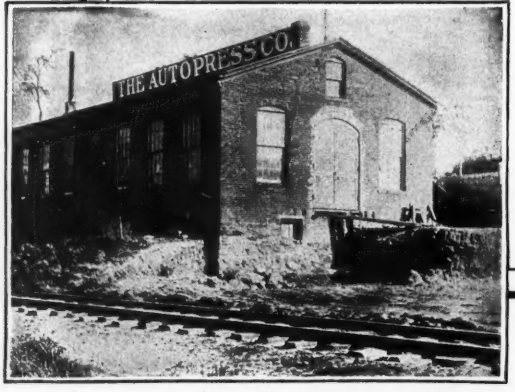
I am, PRUDENTIAL INSURANCE CO.,
Manager Printing Department.
(Five Autopresses in operation now.)

The purpose of this advertising is not primarily the securing of additional orders at this time because the output of **THE AUTOPRESS FACTORY IS SOLD AHEAD FOR MANY, MANY MONTHS** and that, too, in spite of its great and growing capacity for turning out machines quickly.

Its real object is to tell you, as we expect to do from time to time, of the great results we are producing; and also to serve as a sort of notice to the printers who are lagging behind instead of being in the lead in the installation of Autopresses.

Stop and think for a moment. Three years ago the Autopress was but an idea in a mechanic's head. During those three years the machine has been perfected, capital raised for the conduct of the business, the building of not only one, but three factories (employing about 200

Fidlar & Chambers, Davenport, Iowa.
A. Carlisle & Co., San Francisco, Cal.
Alabama Paper & Ptg. Co., Birmingham, Ala.
F. P. Burnap Sta. & Ptg. Co., Kansas City, Mo.
H. Gintzler, Buffalo, N. Y.
Dennison Mfg. Co., S. Framingham, Mass.
H. M. Ives & Sons, Topeka, Kan.
David C. Cook Pub. Co., Elgin, Ill.
Record Company, St. Augustine, Fla.
Finch & McCullough, Aurora, Ill.
Roy N. Barcal, Chicago, Ill.
Ansell Ticket Co., Chicago, Ill.
Wm. Koehl Co., Jamestown, N. Y.
Stuff Ptg. Concern, Seattle, Wash.
Smiley Litho. & Ptg. Co., Seattle, Wash.
Walters & Mahon, New York city.
L. Breithaupt Ptg. Co., Milwaukee, Wis.
J. B. Judson, Gloversville, N. Y.
McGowan-Cooke Ptg. Co., Chattanooga, Tenn.
Hennegan & Co., Cincinnati, Ohio.
Allen Ptg. Co., Lansing, Mich.
The Yakima Bindery, N. Yakima, Wash.
Wm. B. Collins Co., Gloversville, N. Y.
Searcy & Pfaff, New Orleans, La.
Rien & Sons Co., Houston, Tex.
H. W. Johns-Manville Co., Brooklyn, N. Y.
Francis & Loutrel, New York city.
Frank Smith, Trenton, N. J.
James H. Dean, Buffalo, N. Y.
F. M. Preucil Ptg. Co., Chicago, Ill.
Buck Ptg. Co., Boston, Mass.
Courier Ptg. Co., Lowell, Mass.
Troy "Times," Troy, N. Y.
Chas. M. Leake Co., Paducah, Ky.
W. A. Fiske, Portsmouth, Va.
McKee Printing Co., Butte, Mont.
American Optical Co., Southbridge, Mass.
Consolidated Stamp & Ptg. Co., Duluth, Minn.
Jos. T. Slavin & Co., Baltimore, Md.
Horace F. McCann, Germantown, Phila., Pa.
L. S. D'Ardell, Memphis, Tenn.
Majestic Press, New York city.
S. S. Tolman, Brocton, Mass.
Schutte-Smith Co., New York city.
Commercial Press, New York city.
Stearns Bros. Co., Chicago, Ill.
T. O'Toole, New York city.
Schonbar Ptg. Co., New York city.
U. S. Sample Co., Chicago, Ill.
The Crown Press, Chicago, Ill.
F. A. Belcher, Toronto, Ont.
Geo. D. Clougher, Chicago, Ill.
Arcus Ticket Co., Chicago, Ill.
London "Advertiser," London, Ont.



THE AUTOPRESS
299 BROADWAY

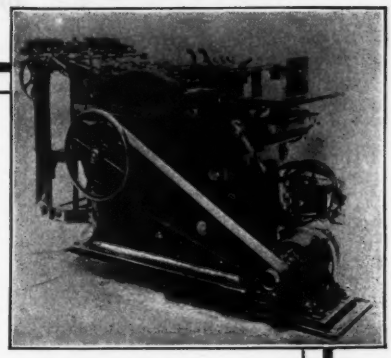
Western Sales Office:
315 Dearborn St., CHICAGO, ILL.

New England Sales Office:
176 Federal St., BOSTON, MASS.

Southern Sales Office:
414 Rhodes Bldg., ATLANTA, GA.

Pacific Coast Sales Office:
Phelan Bldg., SAN FRANCISCO, CAL.

PRINTERS WORLD



As a money-earner for printers the Autopress is in a class by itself. We do not even need to say so. Printers are saying it for us a thousand times more eloquently and more forcefully than we can say it for ourselves. They are making money with their Autopresses and they will make more and yet more as they develop their own skill in handling this most remarkable of job-printing machines.

Letters like these tell the tale. They are merely examples of the hundreds we have on file. Many of our very best ones come unsolicited.

NEW YORK, May 17, 1910.

GENTLEMEN,— We have now had the Autopress in actual operation about three months and each day but emphasizes the opinion we formed during the first week of our trial period — that the Autopress was undoubtedly the most profitable job-printing machine that we have ever had anything to do with. In making settlement in full at the expiration of the trial period we did so with the feeling that this purchase was the most profitable investment that we had ever made in printing machinery.

Its speed is rather above than below the figures that you claim for it; its destribution is ideal; its delivery perfect and the ouput of a uniform and consistently high quality. We have never been able to find a slur in any of our work and all the register jobs that we have put on have been perfect. Another very important item, and a fault that is generally found in automatic machines, is the spoilage. On this head the Autopress stands in a class by itself, as the spoilage does not equal what we found to be the rule on hand-fed platen presses. We have found the machine to be as profitable on short runs as well as long runs, as it takes no longer for putting on the form or making ready than the ordinary platen press, and in many cases it is quicker.

LATIMER PRESS,
W. C. Latimer.

NEWARK, N. J.

GENTLEMEN,— The only difficulty I have with the Autopress is to get enough work to keep it going all the time.

I can ascribe these good results to the Autopress: money in the bank and possible to get out a big job, 25,000 or 50,000, in a hurry, while you would be waiting for electros.

I get as much as 36,000 impressions in an eight-hour day on the Autopress.

H. MURPHY.

LONDON, CAN., October 3, 1910.

DEAR SIRS,— Your letter of September 1 to hand, and am sorry we have kept you so long without an answer. The writer has been away and also kept very busy; however, we have filled in the blank forms, requested by you, to the best of our ability.

We think there is nothing like the Autopress and are perfectly satisfied with it, but would like to have any new attachments there is going to be put on. There are quite a number of printers from around our district come to see it and we never fail to tell them what it can do. The letter-head of this communication was printed on the Auto at the rate of 3,500 per hour.

Hoping to hear from you regarding any new attachments, etc., we remain,

THE LONDON ADVERTISING CO., LTD.,
Ed. Hayden, Supt. Job Department.

Regarding the Autopress, we wish to state just a few words in its favor. We think it a little wonder, and since it has been running, with due credit to your Mr. Julius Moses, it has proven very satisfactory.

ROSENTHAL BROS.

YOUNGSTOWN, OHIO, August 18, 1910.

GENTLEMEN,— We want to take this opportunity of thanking you for your kind expressions in your letter of August 16, and assure you that when the time comes that you have on the market a larger size Autopress you will have no trouble in selling one to us.

THE YOUNGSTOWN PRINTING COMPANY.

BIRMINGHAM, ALA.

The machine itself is giving perfect satisfaction and our pressman seems to like it better every day and is having every success in operating it to the best advantage. We have made some very fast runs on practically all kinds of stock and have encountered but little trouble, in fact, less than we expected.

Should you have any inquiries from this part of the country you may refer them to us and be sure of our giving your machine the recommendation it so justly deserves. We will also be pleased to show the machine in operation to anyone who may call at our plant for this purpose.

ALABAMA PAPER & PRINTING CO.

men) with their marvelous equipments of machine-tools, and finally the making of a reputation for the machine which now reaches throughout the civilized world, and making necessary numerous branch offices on both hemispheres. These branches alone employ over 100 men.

The enthusiasm that every intelligent user has in the Autopress and which has spread and spread throughout the world with ever-increasing intensity is not one of the least of the gratifications of the Autopress Company.

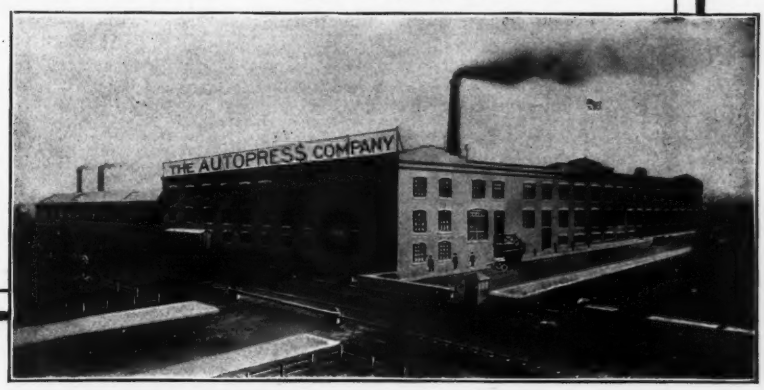
Come and see our gallery of testimonials at the main offices, 299 Broadway. They will show you that wherever you find an Autopress user you find a friend of the Autopress Company.

Write to any of these firms. Let them tell you.

Mangan Press, St. Louis, Mo.
John A. Phillips, New York city.
American Druggist Syndicate, Long Island City.
John E. Stewart, Springfield, Mass.
Weldon, Williams & Lick, Ft. Smith, Ark.
C. S. Edman, Pittsburg, Pa.
Chapman Ptg. Co., St. Joseph, Mo.
Perry-Mason Co., Boston, Mass.
Youngstown Ptg. Co., Youngstown, Ohio.
Germania Fire Ins. Co., New York city.
William Siegrist, New York city.
Hall Litho. Co., Topeka, Kan.
Guide Ptg. Co., Brooklyn, N. Y.
Rosenthal Bros., Chicago, Ill.
S. Rosenthal & Co., Cincinnati, Ohio.
John C. Moore Corp., Rochester, N. Y.
Geo. D. Bone & Son, New Haven, Conn.
Taylor-Atkins Paper Co., Burnside, Conn.
Groebe-McGovern, Newark, N. J.
Sunset Ptg. & Calendar Works, Seattle, Wash.

Latimer Press, New York city.
Frank M. Acton, Philadelphia, Pa.
McIntire & Dahlen, Minneapolis, Minn.
J. W. Clement Co., Buffalo, N. Y.
Louis Nurkin, Newark, N. J.
Salem Pub. Co., Salem, Ohio.
Democrat Ptg. Co., Madison, Wis.
W. H. Collins Co., New Bedford, Mass.
Brooklyn "Daily Eagle," Brooklyn, N. Y.
Leavitt Press, Boston, Mass.
N. Y. Life Ins. Co., New York city.
Peck Press, New York city.
Franklin Ptg. Co., Rochester, N. Y.
Essex Press, Newark, N. J.
Porter-Higby Press, New York city.
N. Allen Lindsey & Co., Marblehead, Mass.
Wade Printing Concern, Haverhill, Mass.

G. A. Wahlgreen, Denver, Colo.
W. F. Vanden Houten Co., New York city.
The "Gazette," Montreal, Can.
Polygraph Ptg. Co., New York city.
M. J. O'Malley, Springfield, Mass.
E. D. Hawkins & Sons, Brooklyn, N. Y.
C. H. Slingerland, Slingerland, N. Y.
Mercantile Ptg. Co., Boston, Mass.
The Maqua Co., Schenectady, N. Y.
H. Murphy, Newark, N. J.
Long Island Star Pub. Co., Long Island City.
Prudential Ins. Co., Newark, N. J.
Leon Miller Co., Boston, Mass.
Stettiner Bros., New York city.
Hankins & Hankins, Richmond, Va.
A. Strauss Ptg. Co., New York city.
The Citizen Ptg. Co., S. Omaha, Neb.



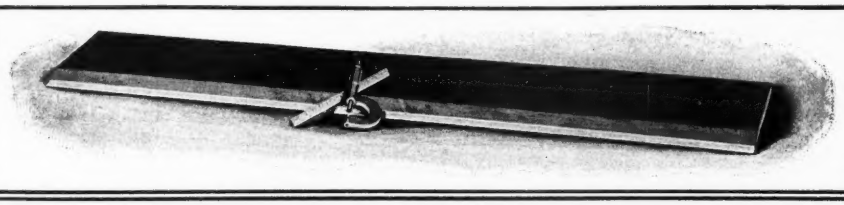
COMPANY
NEW YORK

Canadian Sales Offices:
10 Adelaide Street, W., TORONTO, CANADA

English Offices:
85 Fleet St., LONDON, ENG.

Factories:
COLLEGE POINT, L.I., N.Y.

ESTABLISHED 1830



To the Trade:

We beg to announce a NEW

Coes · MICRO-GROUND · Knife

which we are selling as our "New Process" Knife. We have been supplying this knife in its improved form for over a year to our largest customers with the best results.

It is sold on our regular list *at no advance* in price.

Following our established habit of *raising quality* to the customer at no extra expense to him.

Same package. Same warrant. Ask us.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street
Phone, 6866 Barclay

COES RECORDS

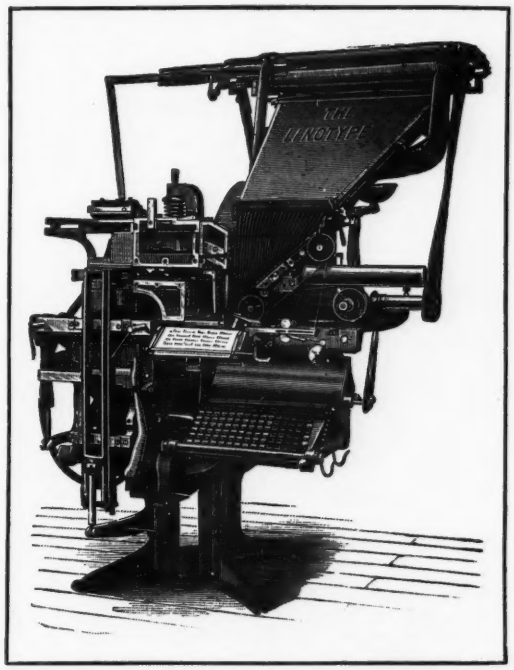
First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	1830 to 1905

COES is Always Best!

ALL sizes of matrices from **5 pt.** to **11 pt.,** inclusive,

ALL sizes of bodies from **5 pt.** to **14 pt.,** inclusive,

ALL measures from **5 ems** Pica to **30 ems** Pica, inclusive,



Can be used in the

Two-Letter Rebuilt Model 1 Linotype Machines

SOLD BY THIS COMPANY

All machines rebuilt and sold by us are guaranteed to do as good and as much work as when new.

New matrices sent with all machines.

We use genuine Linotype parts purchased from the Mergenthaler Linotype Company in rebuilding machines.

All parts used are standard and can be duplicated from the Linotype Company.

Price, including one magazine, one font new 2-letter matrices, one set of spacebands and 2-letter U. A. mold, **$2,000.00.**

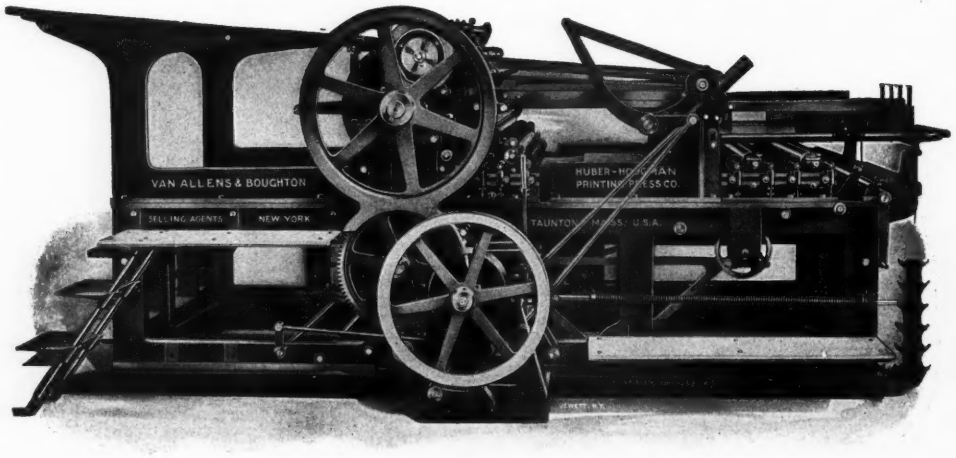
Machines ready to ship. Write for terms.

Gutenberg Machine Company

WILL S. MENAMIN,
President and General Manager

545-547-549 Wabash Ave., CHICAGO, ILL.

THE HUBER-HODGMAN PRINTING PRESS



PRINT-SIDE-UP DELIVERY IN OPERATION

LET us send you a little booklet of endorsements, by some of the largest, most successful and artistic printers, of the Huber-Hodgman Printing Presses. These printers have used this press, and over their own signatures commend it. You, the non-users, are the ones we wish to show. When we get a customer to try this machine, our arguments are ended — we have a most efficient representative in his plant then — the press that looks after future orders. We are building the most efficient printing-press that is to-day offered the trade. If you will try one you will be convinced.

Nothing on the market like our Four-roller Pony *de luxe* for speed, rigidity, register, distribution and durability. Built in two sizes, 28 x 33 and 28 x 36. We solicit an interview or correspondence.

VAN ALLENS & BOUGHTON

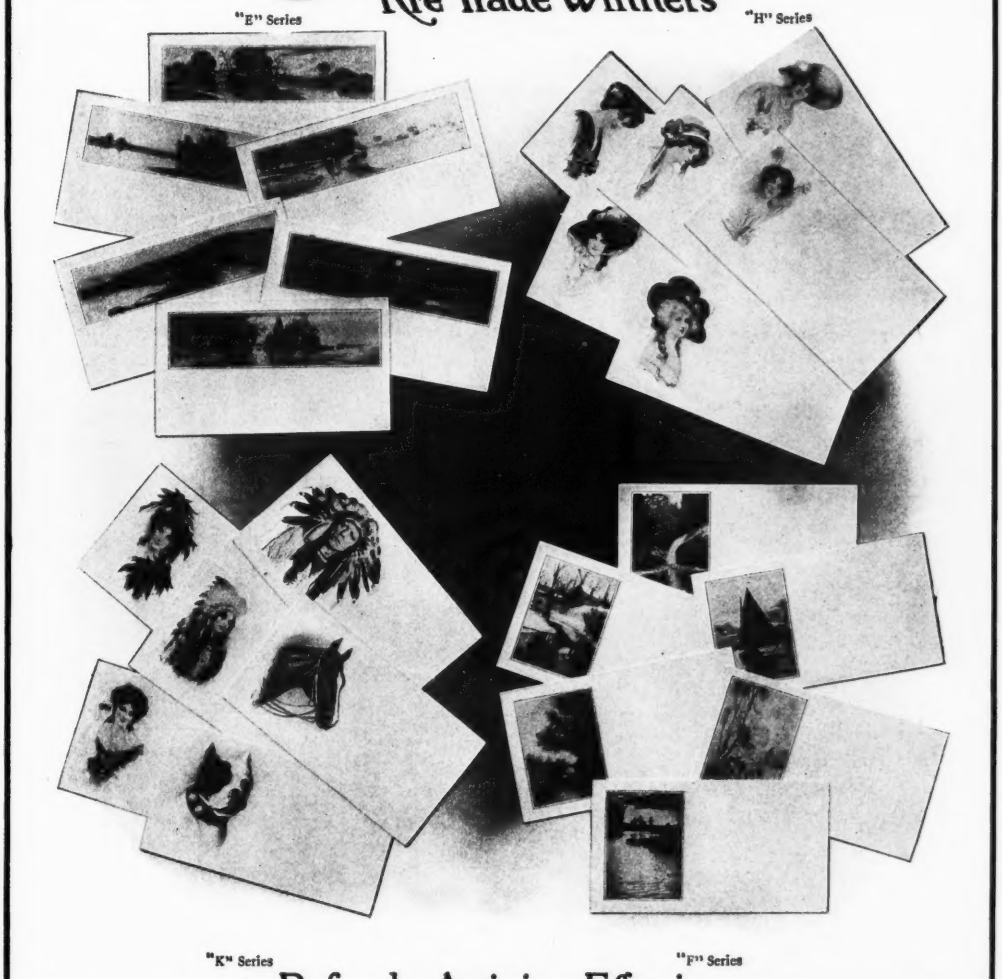
17 to 23 Rose St. and 135 William St., New York.

FACTORY — TAUNTON, MASS.

AGENT, ENGLAND, P. LAWRENCE PTG. MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

WESTERN OFFICE, 277 Dearborn Street,
H. W. THORNTON, *Manager*,
Telephone, Harrison 801. CHICAGO

Our New Sepia Blotters Are Trade Winners



Refined—Artistic—Effective

These are the best selling advertising blotters because they are the most attractive yet produced. They are gotten up in a strictly high-grade manner; the subjects are reproduced so as to give a photographic appearance. The printing is in bi-tone on delicate tinted fine quality blotting stock. Ample space for printing advertisements. Splendid variety of designs to meet all tastes. They sell on sight at a handsome margin of profit. Don't allow this opportunity to escape you, but send at once for samples and prices.

Stationery Department **J. W. Butler Paper Company—Chicago**

BUTLER BRANDS PAPER THE BEST

300 KAVMOR

One Large Printing, Lithographing and Box-Making

THE KAVMOR HIGH-SPEED AUTOMATIC PLATEN PRESS

Feeds, Prints and Delivers 5,000 Impressions per Hour

NO CURVED PLATES OR EXTRAS OF ANY KIND ARE NEEDED WITH THIS PRESS, NO MATTER WHAT THE WORK. ONLY SUCH MATERIAL AND APPLIANCES AS ARE USED WITH THE ORDINARY HAND-FED PRESS ARE REQUIRED

The Rotary Principle with Flat Forms

Recognizing the speed limitation of reciprocating machines, we adopted the rotary principle in so far as is possible with a flat bed — without it, curved plates would be necessary. Our bed reciprocates — its travel nearly six inches. The compound levers that operate the KAVMOR bed are powerful in giving reciprocal movement with the greatest ease and at a high speed of five thousand impressions per hour, aided by the vacuum pumps, holding bed in perfect balance. The form-rollers do not reciprocate — they travel around the cylindrical ink-plate, moving constantly in one direction.

Making Ready on a Removable Platen

Our platen is removable — can be taken out and replaced in few seconds. It is accomplished quicker on the KAVMOR PRESS than on any other — a great blessing and convenience to the pressman, as the platen is light and easily handled. Two platens are furnished with each press.

Impression Throw-Off

By means of a simple device, perfection in operation, the impression is automatically thrown off — a feature to be appreciated by printers.

Impression Power

The builders of the KAVMOR PRESS realize the importance of power and the pressure required for a full form, and build the press accordingly. The press is so heavily built that more than one hundred thousand pounds of pressure would be required to even spring it on the impression.

Inking and Distributing Features

The KAVMOR is provided with a fountain identical with those placed on cylinder presses, and the builders exercise the greatest care and attention, that thorough, even and dependable inking distribution might result from the fountain.

Feed, Register and Delivery

The automatic sheet-feed is the result of many years' experimenting and finally the passing through of the most exacting tests. Is made to handle any grade of stock, from French folio to the heaviest cardboard. Will feed envelopes, except in smaller sizes. Will feed any size from 5 by 8 to 14 by 20. Very little adjusting is necessary when changing from one size stock to another. From 3,000 to 10,000 sheets may be placed on the press at one time. The stock is fed in, printed, and delivered printed side up. The register is positive in its action, each sheet in precisely the same position. The KAVMOR registers accurately, the feeder taking the top sheet by positive combing device.

Speed and Motor

Different kinds of work require different speeds. Very light paper can not be run as fast as heavier grades, and some of the finer classes of printing are best run at reduced speeds. On such work as will stand it, the KAVMOR may be run at the rate of 5,000 impressions per hour. When the press is equipped with our special motor, the speed variations are from 2,500 to 5,000, by steps of about 500.

AUTOMATIC PLATEN

Offices and Show Rooms: New York Life Building,

PRESSES SOLD

Company Ordered Twenty 14x20 Kavmor Presses

THE POLYGRAPH PRINTING CO.
82 BROAD STREET

NEW YORK CITY, December 1, 1910.

Automatic Platen Press Co., 346 Broadway, City:

GENTLEMEN,— Responding to your request to know what we think of your KAVMOR AUTOMATIC PLATEN PRESS, which you delivered to us in April last, would state that we expressed ourselves definitely in the matter by settling with you for the press, after we had tried out same thoroughly on all kinds of commercial work, type forms, half-tone cuts, electros and some exceptionally heavy type forms up to the full size that the press takes, and on all this work we are pleased to state that the KAVMOR PRESS turned out same in a most satisfactory manner, and we have no hesitancy in stating that the KAVMOR AUTOMATIC PLATEN PRESS, size 14 by 20, which we purchased from you, we consider a good investment, as well as a necessary adjunct to any printing-office where it is desired to turn out high-grade work in the most rapid manner.

We have operated your KAVMOR PRESS with full-size forms at speeds up to 3,850 per hour, and have found the press a superbly constructed machine, built to withstand any possible working strain and with no frail parts to get out of order.

Trusting this will answer your inquiry and assuring you of our satisfaction with the press, as well as our dealings with you, we remain, Yours very truly,

POLYGRAPH PRINTING COMPANY,

T. J. Polenino

President and Treasurer.

J. HORACE McFARLAND COMPANY
Mount Pleasant Press
HARRISBURG · PENNSYLVANIA

HARRISBURG, PA., December 10, 1910.

Automatic Platen Press Co., New York, N. Y.:

GENTLEMEN,— I have carefully looked over your KAVMOR PRESS and find it to be a powerfully constructed machine, the rigidity of the impression being unquestioned. I think you have a press that will do the finest class of printing, including half-tone and three-color work, if properly operated. The inking distribution on your press is the best I ever saw on any job press, and it compares very favorably with that of a pony cylinder.

I will be pleased to have you refer anybody to me regarding your press, as I am satisfied it is a winner and is destined to revolutionize the job-printing trade. All points on your press, such as the automatic feed, impression and delivery, are simplicity themselves, and I can't see anything to get out of order, and it is a pleasure to see a press like the KAVMOR in operation; and as a practical printer, having had charge of the pressroom of the J. Horace McFarland Company for the past sixteen years, I certainly know what good printing is. If any intending purchaser of the KAVMOR PRESS is referred to me I shall recommend the press to him in the highest terms.

S. H. Eyler

Foreman of Pressroom.

THE HERSHEY PRESS
PRINTERS

HERSHEY, PA., December 10, 1910.

Automatic Platen Press Co., 346 Broadway, New York:

GENTLEMEN,— Answering yours of the 7th inst., as to what success we are having with the KAVMOR HIGH-SPEED AUTOMATIC PLATEN PRESS, size 14 by 20, which we purchased from you about two years ago, would say we are running the KAVMOR PRESS constantly on all kinds of work, including vignetted half-tones, process colorwork and fine labelwork, cutting, creasing and scoring, also printing a local daily house organ, and on all this work the KAVMOR PRESS has given the best of results.

And although we have run the KAVMOR PRESS constantly since the date of installation, almost two years, not 5 cents worth of repairs has been necessary, so superbly constructed is the KAVMOR PRESS.

We operate the KAVMOR PRESS at speeds up to 4,200 per hour, but, of course, on close-register work, and where ink and paper will not stand running at this speed, we run this work at from 3,500 to 3,800 per hour, and to say that we are more than pleased with the way the KAVMOR PRESS has turned out our work is putting it mildly, as we don't see how we ever got along without the KAVMOR PRESS, which we certainly consider a most valuable adjunct to any printing-plant.

The press is so simple that a boy can take care of same, and the time consumed in washing-up is only a few minutes, and the removable platen is one of the greatest time-savers we ever saw, as while a difficult job is being made ready we put in another platen and keep the press going on that job, so the press is not idle at any time.

Assuring you of our entire satisfaction of the KAVMOR PRESS, as well as our dealings with you, and wishing you the success that you deserve for having perfected what we consider the best high-speed self-feeding platen press on the market, we remain,

Yours very truly, THE HERSHEY PRESS,

By Jos. R. Snavely

Superintendent.

THE KAVMOR PRESS USES FLAT TYPE FORMS, ELECTROS NOT NECESSARY, ORDINARY FLAT ELECTROS WHEN DESIRED (NOT CURVED). SHORT RUNS HANDLED QUICKLY. WE GUARANTEE THE KAVMOR PRESS TO PRODUCE 25% MORE WORK THAN ANY OTHER AUTOMATIC FLAT-BED PRESS IN THE WORLD

PRESS COMPANY

346 Broadway, NEW YORK CITY

"Globetypes"

Halftones and Electros From Halftones

The Best the World Has Ever Seen

The evidence of a 400-line "Globetype" (160,000 dots to the square inch) the halftone and electro printed on the same sheet for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street, - - CHICAGO

We make designs, drawings, halftones, zinc etchings, wood and wax engravings, copper, nickel and steel electrotypes, but—we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a steel "GLOBETYPE"

We Know—



POTTER PROOF PRESS

That you will be interested in a Proof Press that will not only take proofs quicker than the old-fashioned methods, but will also do better work.

THE POTTER PROOF PRESS

does this. This machine will not only enable you to make all of your ordinary black proofs quicker and better, but will also enable you to take proofs, which would ordinarily require the use of a Cylinder or Platen Press, from four to eight hours or longer, in a fraction of the time, with the result as good or better than could be done in any other way.

Visitors to the Second International Cost Congress, held in St. Louis, will remember how the Potter Proof Press exhibited there took four-color proofs of a label form in two minutes' time, including changing of plates, inking, etc. If you were not in St. Louis to see the Potter Proof Press, let us send you a sample of the work done there, together with literature regarding the machine, without obligation to yourself. Send a postal now.

SOLD BY RECOGNIZED DEALERS EVERYWHERE.

Manufactured by

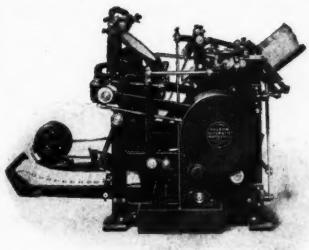
A. F. WANNER & COMPANY

340 DEARBORN STREET, CHICAGO

The Express Falcon Platen Press

GRIPPER FEED ▲ AUTOMATIC DELIVERY ▲ FLAT FORMS ▲ NO CURVED PLATES

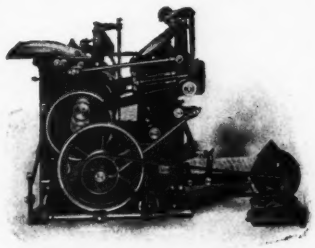
This press is the fastest and most economical that has yet been produced for printing Envelopes, Letter-heads, Circulars, Cards, Blotters, etc. It is made ready more easily and quickly than the ordinary "Gordon" and is equally valuable on short and long runs.



Speed (with Automatic Envelope Feed Attachment and Automatic Delivery), 4,500 Envelopes per hour; Hand Feed (with Automatic Delivery), 3,000 to 4,000 per hour.

SOME OF THE USERS

WILBERT GARRISON CO., New York; SAMUEL CUPPLES ENVELOPE CO., New York; CORLIES-MACY CO., New York; SAMUEL CUPPLES ENVELOPE CO., Chicago; C. M. HENRY PRINTING CO., Greensburg, Pa.; THOMAS D. MURPHY CO., Red Oak, Ia.; AMERICAN COLORTYPE CO., New York; HESSE ENVELOPE CO., St. Louis; HESSE ENVELOPE CO. OF DALLAS, Dallas, Texas; GREGORY, MAYER & THOM CO., Detroit, Mich.



THE H. P. SPRINGS CO.
PRINTERS, BINDERS
1617-1619 MICHIGAN AVENUE
CHICAGO

October 25, 1910.

AUTO FALCON & WAITE DIE PRESS COMPANY, LTD., 160 Adams Street, Chicago:

Gentlemen,— Answering your request for our opinion of the Express Falcon Platen Press which we recently purchased from you, we wish to say that we have already told you that the press is entirely satisfactory and all that you claim for it; however, we will be more explicit and say that we are very much pleased with the simplicity of its operation and its especially high speed. These two features would not have appealed to us had we not found that the quality of the work turned out is of a very superior grade.

We do not mind saying that this combination of quality, speed and simplicity more than pleases us. You may refer to us at any time. Yours truly, (Signed) THE H. P. SPRINGS COMPANY,
H. P. SPRINGS.

FURTHER PARTICULARS UPON APPLICATION TO

AUTO FALCON & WAITE DIE PRESS COMPANY, Ltd.
(Successors to American Falcon Printing Press Co.)
Office and Showrooms: Rand-McNally Bldg., 160 Adams St., Chicago.

Eastern Selling Agent, S. P. PALMER, 346 Broadway, New York City — Factory, DOVER, N. H.

SIMPLICITY MEANS TIME

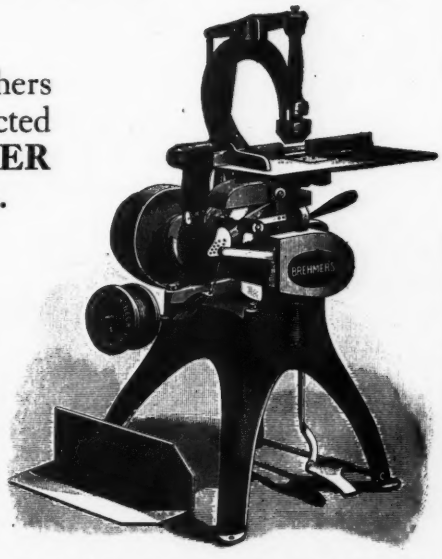


No. 33. For Booklet and other General Printers' Stitching.

There are no stitchers so simply constructed as the **BREHMER** Wire Stitchers.

Easiest to operate
Perfect stitching
Greatest output
Absolutely dependable

Over 30,000 in use



No. 58. For heavier work up to ¾". Can be fitted with special gauge for Calendar Work.

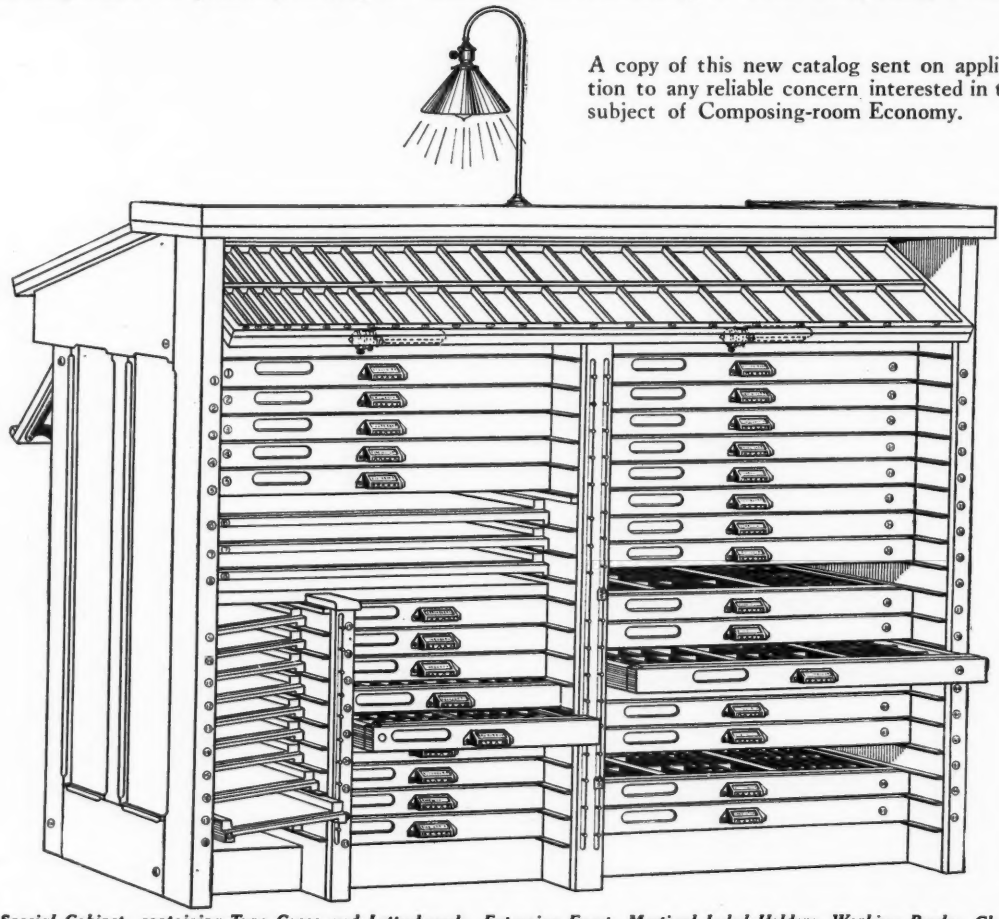
CHARLES BECK COMPANY

609 Chestnut Street — **PHILADELPHIA**

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

As exemplified in the new catalog, showing special furniture only, built to order and installed in the best printing plants in the United States and Canada, is now ready for the inspection of printers having in mind the modernizing of their composing-rooms.

A copy of this new catalog sent on application to any reliable concern interested in the subject of Composing-room Economy.



A Special Cabinet, containing Type Cases and Letterboards, Extension Front, Mortised Label Holders, Working Banks, Check System, Electric Light Fixtures, etc. A part of the new equipment recently installed in the composing-room of the Springfield Publishing Company, Springfield, Ohio.

Modernized Composing-room Furniture will effect a saving of about 50% in floor space and from 10% to 25% in composing-room labor.

These are items of saving too large to view with indifference. Let us show you what can be done with *your* office.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would rearrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name .....

Street and No. .....

City.....State.....

Have you a copy of "Composing-room Economy"? .....

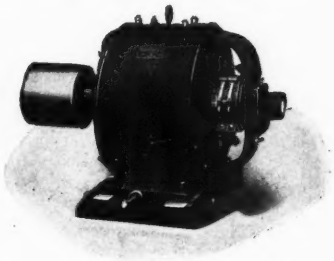
THE HAMILTON MFG. CO.

Main Office and Factories . . TWO RIVERS, WIS.
Eastern Office and Warehouse . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

TRIUMPH
MOTORS



Our Bulletin "The Printer's Guide" gives proper motor recommendations for all standard presses — speed, method of connection, etc. This book will be invaluable to you — write for it.

We are specialists on printing-press equipment

The Triumph Electric Co.
Cincinnati, Ohio

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

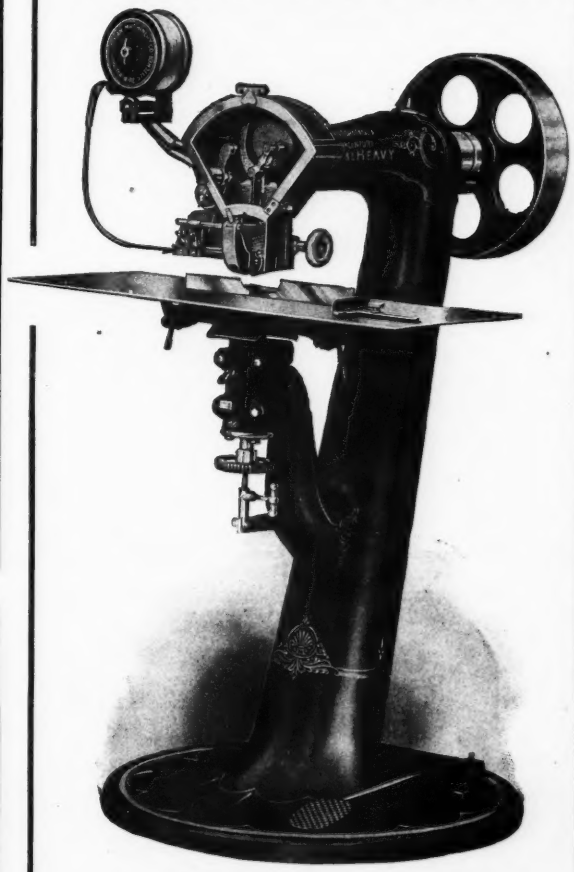
Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
Hellmuth Building

Chicago
355-7-9 S. Clark Street
Poole Bros. Building

LATHAM'S
MONITOR
WIRE STITCHERS



No. 1 Special Heavy Monitor Wire Stitcher.

This machine is designed to meet the requirements of a great many printers and bookbinders who have long expressed a desire for a machine of this capacity.

FEATURES

Capacity — $\frac{1}{16}$ to 1 inch.
Work — Flat and Saddle.
Wire — Uses No. 25 Round; No. 20x25 and No. 20x23 Flat.
Construction — Same working principle and superior construction as all other Monitor Stitchers.

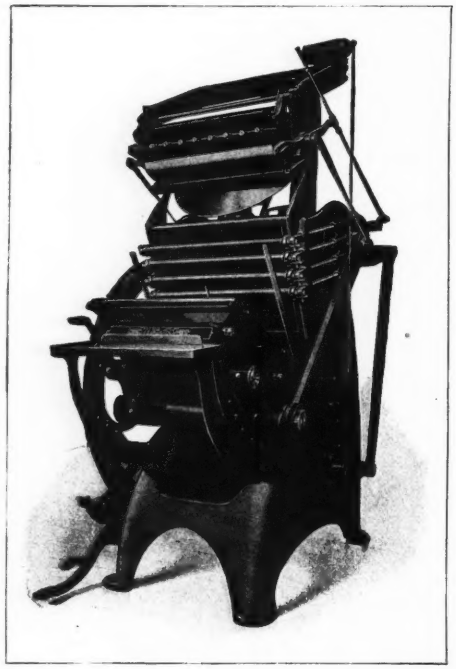
Write for our Latest Catalogue of Printers' and Bookbinders' Machinery.

MANUFACTURED BY

LATHAM MACHINERY CO.
306 South Canal Street, Chicago

NEW YORK, 8 Reade St. **BOSTON, 220 Devonshire St.**

Elimination – Acquisition – Installation – Transformation



Anything that will increase your profits must interest you.

Several thousand printers are using Golding Jobbers, and many of them use Goldings exclusively because the press possesses features for the production of all classes of printing with increased impressions and profit. Impressions are the basis for profit.

This subject is discussed in a new and interesting way in our book, **"For The Man Who Pays."**

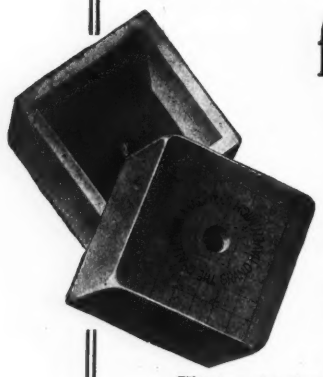
We want 15,000 printers to request a copy of the book and *learn the true value of a job-printing press.*

The BOOK IS FREE. Ask for it.

The Golding Jobbers and Embossers, Pearl Press, Official Press, Golding and Pearl Paper Cutters, Tools, etc. For Sale by all Printers' Supply Dealers.

GOLDING MANUFACTURING CO.
FRANKLIN, MASS.

Are You Paying Productive Wages for Non-Productive Work?



THE time consumed in make-ready is non-productive time. The more you reduce it the larger is the percentage of time in which your presses and labor are actually producing.

Allowing your men to fritter away their time with a makeshift plate-mounting equipment or compelling your pressmen to produce quality printing from plates mounted on the yielding wood blocks furnished by the electrotyper or engraver, simply means *paying productive wages for non-productive work.*

Why not install the "EXPANSION PLATE-MOUNTING SYSTEM"? It will positively reduce the make-ready time to a fraction of the time now required, will insure better work and will add materially to the life of the plates.

Your presses will thus be kept busy for a greater part of the time, meaning that your *pressroom capacity will be increased without adding to your labor force or floor space.*

This is a plain business proposition. An investigation of the possibilities of the EXPANSION SYSTEM in your plant will, we know, convince you of its profit-earning capacity.

We will be glad to send you descriptive matter. Write to-day.

"The Plate-Mounting System You Will Eventually Adopt."

The Challenge Machinery Company

Salesroom and Warehouse: 194-196 5th Ave., Chicago Grand Haven, Michigan, U.S.A.

Strathmore Talks

[No. 17]

¶ "As a man thinketh, so is he." In other words, we are appraised as we appraise ourselves.

¶ If you want to appear a progressive, wide-awake, growing concern, have your stationery look that way. It doesn't make any difference whether you are big or little, the stationery tells a story not unlike "A man is known by the company he keeps."

¶ We consider STRATHMORE PARCHMENT the finest Bond Paper on the market to-day, and our Strathmore Parchment Test Book will back up our belief. We consider ALEXIS BOND as good as many mills call their best and the sample-book will show you.

¶ These papers will give the right look to the stationery of any business institution. It is only a question of whether you want the best or something good. They both are worth every cent we ask for them.

MITTINEAGUE PAPER COMPANY
The "STRATHMORE QUALITY" Mills
MITTINEAGUE, MASS., U.S.A.

(SOME CORNERS OF OUR CHICAGO FACTORY)



ESTABLISHED 1869

OLDEST IN THE WEST

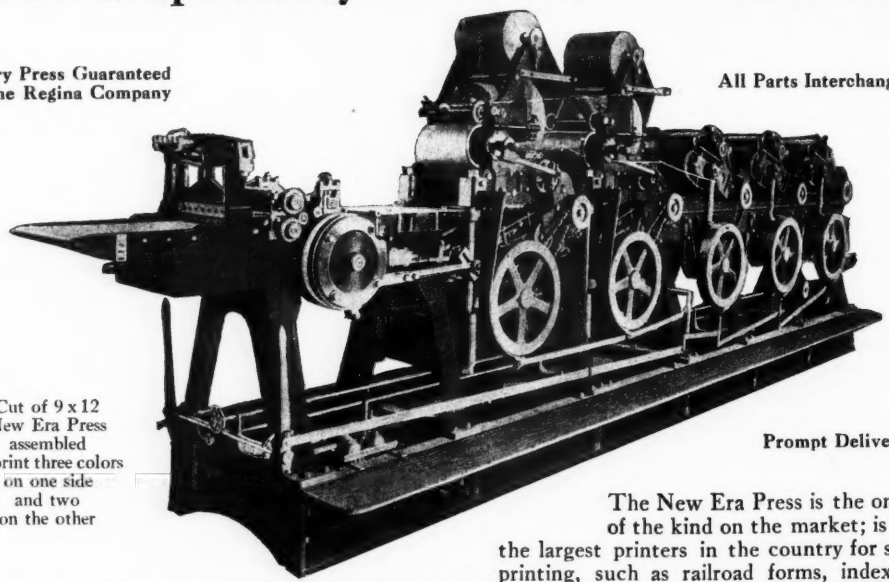
The Buckie Printers' Roller Co.

CHICAGO, ILL. 396-398 S. CLARK ST.
ST. LOUIS, MO. 1804 PINE ST.
ST. PAUL, MINN. 466 JACKSON ST.
DETROIT, MICH. 172 GRAND RIVER AV.

Put In a Specialty Press and Make Money

Every Press Guaranteed by the Regina Company

All Parts Interchangeable



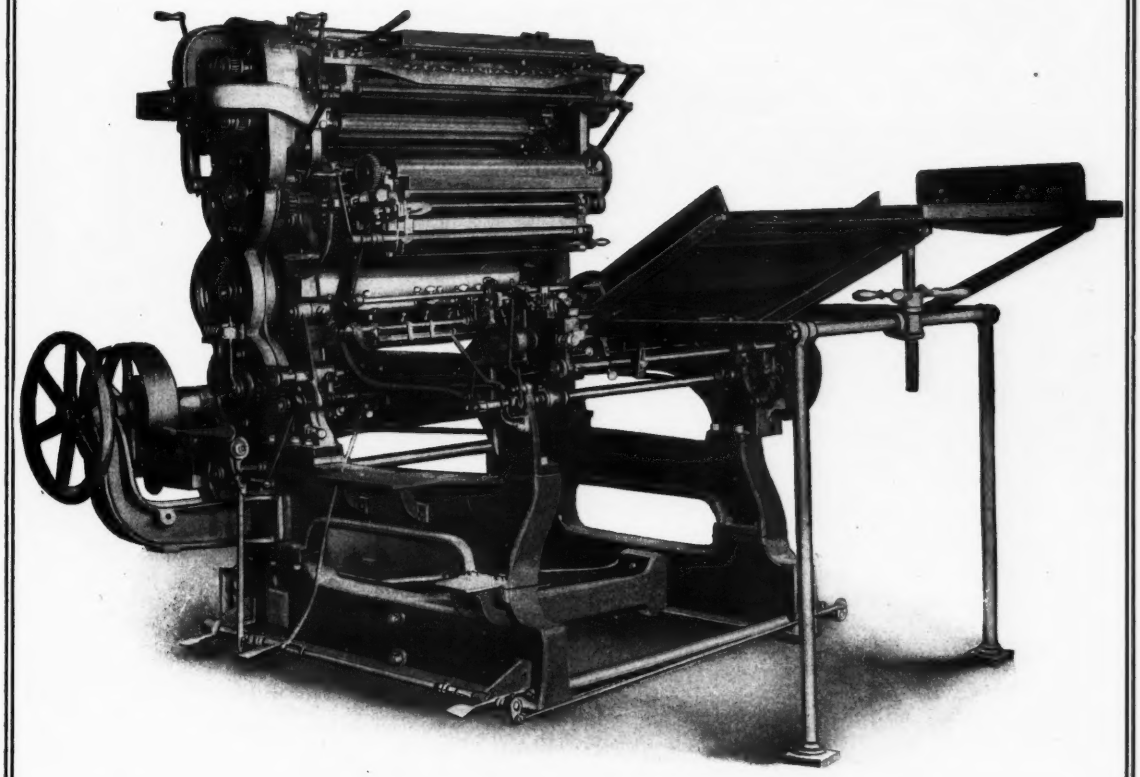
Cut of 9 x 12 New Era Press assembled to print three colors on one side and two on the other

Prompt Deliveries

The New Era Press is the only press of the kind on the market; is used by the largest printers in the country for specialty printing, such as railroad forms, index cards, tags, trading-stamps, labels, etc. Prints from the roll with flat plates or type and delivers the job finished, printed in any number of colors, bronzed, reinforced, interleaved or slip-sheeted, punched, die-cut or slit to the desired size or shape. Send samples of work desired and let us send you the cost and output if done on a New Era Press.

The Regina Co. *Henry Drouet, Sales Agent, 1 Madison Ave., New York*

Harris Offset Presses Make Good



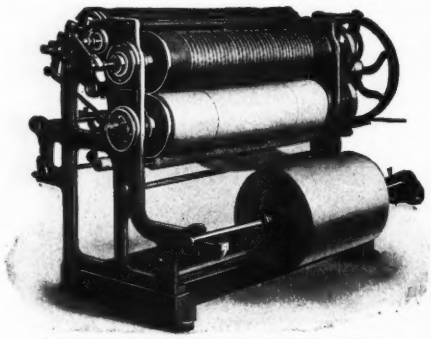
180,000 Impressions
from six different plates, all type transfers, in 34¾ hours,
is what a HARRIS Offset user writes us he did recently and still you doubt the efficiency of the Harris for your work. Better get some information. HARRIS Offset Presses are built in six sizes.

THE HARRIS AUTOMATIC PRESS CO.

CHICAGO OFFICE
Manhattan Building

FACTORY
NILES, OHIO

NEW YORK OFFICE
1579 Fulton
Hudson Terminal Building



Cut shows one of our One-color Roll Rotary Presses. Sheet cutter can be added.

AUTOMATIC PRESSES

BED, PLATEN OR ROTARY

for producing finished products in one operation

WE ALSO MANUFACTURE

SLITTERS—For All Classes of Roll Products
TOILET ROLL PAPER MACHINERY—Hard or Soft Rolls
SPECIAL PRESSES—Designed and Built to Order

MEISEL PRESS & MFG. CO.

FACTORY

944-948 Dorchester Ave., BOSTON, MASS.

ORRO

PERFECT EMBOSSING *on* ANY JOB PRESS

The Orro Embosser will do perfect embossing on any job press—plain or on top of colors or gold. No make-ready required. No extra impression. You can print at the same time you emboss, if you want to, and at full speed of the press. No extra cost for printing. No knowledge of embossing necessary. Nearly two hundred designs of appropriate subjects always in stock in the Library of Orro Dies.

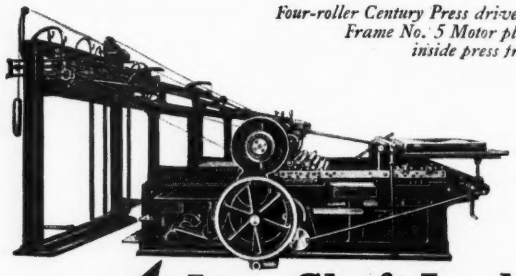
You can make your job printing worth more money, get better prices and please your customer by occasionally adding an appropriate embossed design. There is no reason why you should let the engraver get all this business at big prices when with an Orro Embosser you can do the work just as well at one-third the cost.

Write for full information, samples and prices. Sent free to any printer on request.

THE ORRO MANUFACTURING COMPANY

119 WEST TWENTY-FIFTH ST., NEW YORK

Four-roller Century Press driven by Frame No. 5 Motor placed inside press frame



Line Shaft Leaks

Shafting and belts under ideal conditions waste fully 35% of the power. Direct-connected motors eliminate this loss. Our policy of specialization has made the

Robbins & Myers "STANDARD" Motors

(Direct Current—All Purposes 1/50 to 15 H. P.)

far superior to any other small motor on the market. We have a supply of motors of all types for printing shops, on hand all the time at our factory and at the branches' offices, ready for immediate shipment. We have a consulting department for your power problems. Service free. Write us.

THE ROBBINS & MYERS CO., 1325-1425 Lafonda Ave., Springfield, Ohio

Branches in NEW YORK, 155 Chambers Street; PHILADELPHIA, 1109 Arch Street; CHICAGO, 501-515 West Jackson Boulevard; BOSTON, 176 Federal Street; CLEVELAND, 1408 West Third Street, N. W.; NEW ORLEANS, 312 Carondelet Street; ST. LOUIS, Locust and Eleventh Streets; KANSAS CITY, 930 Wyandotte Street.





Style 3 Duplex O-A Automatic Striker Ruling Machine

HICKOK

Paper-Ruling Machines

AND

Ruling Pens

Bookbinders' Machinery

The W. O. HICKOK MFG. CO.

HARRISBURG, PA., U. S. A.

ESTABLISHED 1844 INCORPORATED 1886



FOLDERS

Twenty-six types, with an endless variety of attachments and sizes. Your needs are completely met in this complete line. Let us tell you about them, and then the question of buying and installing them will take care of itself.

FEEDERS

The Cross Continuous and Dexter Pile types give a better quality and larger product of automatically registered sheets than can be procured by any other known method.

CUTTERS

Rapidity and absolute accuracy, simplicity and strength beyond the possibility of strain, are the characteristics of the Dexter Automatic Clamp Cutter. It is so sound in principle that we do not offer a "New Model" every year or so.

DEXTER FOLDER CO.

New York *Chicago* *Boston*

Philadelphia *San Francisco*

Southern Agents: Dodson Printers' Supply Company, Atlanta, Ga.
Canadian Agents: The J. L. Morrison Company, Toronto, Canada.



LoXoN LAMP GUARD

THE KEY TO SAFETY

Do You Light Your Shop with Electricity?

Lamp breakage is a common occurrence in a print-shop. It's expensive, too. But it's unknown where **LoXoN Protection** is used.

The **LoXoN Guard** is an **Insurance Policy** guaranteeing your lamp expense to be just what you pay for those burned out in service. It stops breakage, prevents petty thieving, reduces fire risk, eliminates danger to employees from broken bulbs. "LoXoN" with a key which you carry — can only be removed by you.

Look over your shop and see how many lamps need **LoXoN Protection.** Then WRITE US on your letter-head for FREE SAMPLE and CATALOGUE showing many money-saving protections for your shop. Write to-day.

McGILL MFG. CO.

41 OAK STREET : : VALPARAISO, IND.

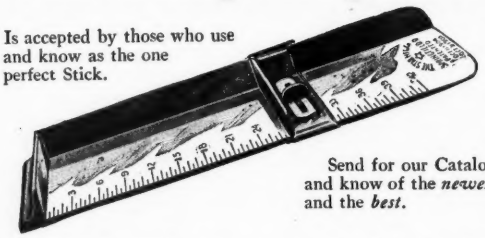


The Brightest Star in the Printing World

Ask any printer about the "satisfying features" of our famous "made-to-fit-the-hand"

Star Composing Stick

Is accepted by those who use and know as the one perfect Stick.



Send for our Catalog and know of the *newest* and the *best.*

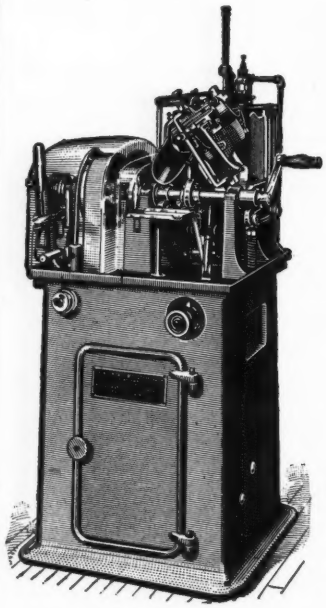
Made in all popular sizes at a price in keeping with their actual worth.

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Manufacturing Company

17 West Washington Street, SPRINGFIELD, OHIO

Don't Worry About Sorts



Get a Real Typecaster

THE NUERNBERGER-RETTIG

Casts from **5** to **48** point—TYPE, SPACES, QUADS

Absolutely Perfect—Sorts that *are* Sorts—Line, Body, Set—No Variation—Make Any Line or Any Position by Changing Line Plate—It's Easy!

ENDORSED BY THE MERGENTHALER LINOTYPE COMPANY

UNIVERSAL AUTOMATIC TYPE-CASTING MACHINE COMPANY

321-323 North Sheldon Street . . . . . CHICAGO

One Reason Why the Peerless Gem Excels

other Lever Paper Cutters is on account of its design, whereby Double Table Supporting Braces are used, preventing any spring of the Table and permitting the use of our celebrated Inside Counterweight. This construction makes the operation of a "Peerless Gem" as easy as sliding down hill.

Ask any of the principal dealers for catalogue giving further details. Carried in stock at most places.

FOR SALE BY THE PRINCIPAL DEALERS *in the* UNITED STATES



Made in 4 Sizes

Peerless Printing Press Company

THE CRANSTON WORKS

70 Jackson Street, Palmyra, N. Y., U. S. A.

Danish Bond



Water-marked Papers date back to the 14th century. As now, the water-marks were used to guarantee quality. The Danish Bond water-mark is the best guarantee of value we know of among Bond Papers to-day. Send for Book of Samples—

LET US SHOW YOU

MANUFACTURED BY THE

B. D. RISING PAPER COMPANY

HOUSATONIC, BERKSHIRE COUNTY, MASSACHUSETTS

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Tileston & Livermore Co., Boston, Mass.
Miller & Wright Paper Co., New York City
Wilkinson Bros. & Co., Philadelphia, Pa.
B. F. Bond Paper Co., Baltimore, Md., and Washington, D. C.
E. C. Palmer & Co., New Orleans, La.
The Central Ohio Paper Co., Columbus, Ohio
R. H. Thompson Co., Buffalo, N. Y.
Hudson Valley Paper Co., Albany, N. Y.
Dwight Bros. Paper Co., Chicago, Ill.
McClellan Paper Co., Minneapolis, Minn.
Kansas City Paper House, Kansas City, Mo.
Carpenter Paper Co., Omaha, Neb.
Barber-Ellis, Ltd., Toronto, Brantford and Winnipeg, Canada
Carter Rice & Carpenter Paper Co., Denver, Colo.
O. W. Bradley Paper Co., St. Louis, Mo.
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Pacific Paper Co., Portland, Ore.
Crescent Paper Co., Indianapolis, Ind.
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Start 1911 Right

Get Anchored to the Best
—at the Right Price

JAENECKE'S INKS

And Your Ink Troubles Will Be Fewer in 1911

THE QUALITY IS ALWAYS RIGHT
THE PRICE IS RIGHT

THE JAENECKE PRINTING INK COMPANY
NEW YORK PHILADELPHIA ST. LOUIS

Main Office and Works—NEWARK, N. J. **CHICAGO OFFICE, 351 Dearborn Street**

UTILITY-ACCORD BOOKLET PAPERS

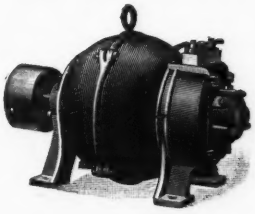
THESE papers have the essential qualities of the true booklet or folder paper—printing, embossing and folding well. They are produced in two sizes and weights—Cover, 20 x 25, 60 lbs., and Book, 25 x 38, 70 lbs., permitting cover and text pages of same color.

WRITE FOR SAMPLE-BOOK OF
UTILITY-ACCORD BOOKLET PAPERS

NIAGARA PAPER MILLS
LOCKPORT, N. Y.

SPRAGUE ELECTRIC MOTORS

THE MOTORS THAT MOST PRINTERS USE



A LITTLE MOTOR WITH A BIG REPUTATION

OVER 10,000 Sprague Electric Motors are in use in one county for driving various kinds of machines. This fact enables you to form some idea of the great demand for them. Their popularity is due to their superior design and construction.

Good printers use good presses and good type and they should be just as particular to use good motors. The Sprague Electric Motors are designed specially to operate the machines used in the printing and allied industries, and experience has proven them to be the motors best adapted to that class of service. They are non-sparking, efficient, reliable, safe, durable and economical.

The electric drive to-day is an important factor in meeting competition by not only affording better facilities for turning out the work, but by also reducing shop expenses and increasing the output.

Complete details for equipping your plant will be given you without expense or obligation on your part.

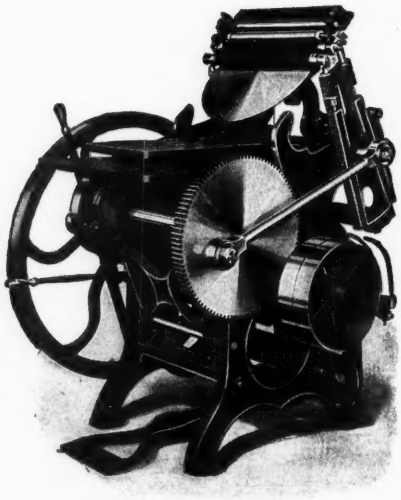
Ask for Descriptive Bulletin No. 2294

SPRAGUE ELECTRIC COMPANY

General Offices: 527-531 West 34th Street, New York City

Branch Offices in Principal Cities

The Chandler & Price Press



Inexpensive
to Operate

Strongly Built
and Up-to-date

For Sale by Dealers

The Chandler & Price Co., *Manufacturers*

Cleveland, Ohio

A TRIAL ORDER WILL MAKE YOU A PERMANENT USER OF

Printing and Lithographic INKS

THALMANN PRINTING INK CO. ST. LOUIS, MO. MANUFACTURERS OF PRINTING AND LITHOGRAPHIC INKS

MANUFACTURED BY THE

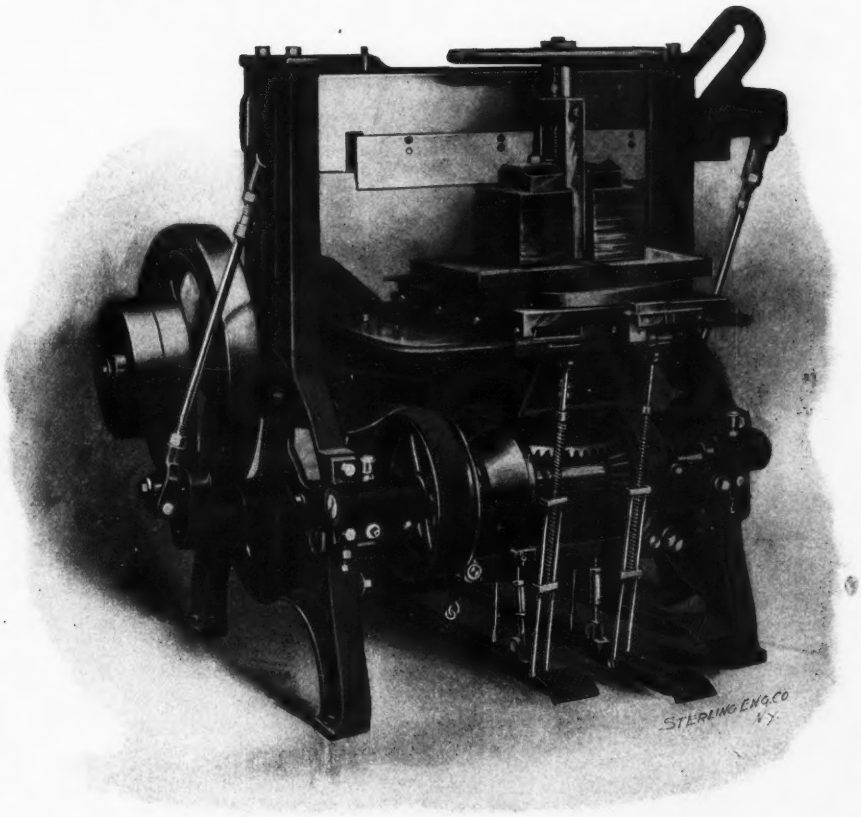
Thalmann Printing Ink Co.

212 Olive Street, ST. LOUIS, MO.

DEPOTS

415 Dearborn Street, . . . CHICAGO, ILL.
400 Broadway, ... KANSAS CITY, MO.
535 Magazine Street, . NEW ORLEANS, LA.
1509 Jackson Street, ... OMAHA, NEB.
222 North Second Street, . NASHVILLE, TENN.
73 Union Avenue, ... MEMPHIS, TENN.

SHERIDAN'S AUTOMATIC CLAMP BOOK TRIMMER



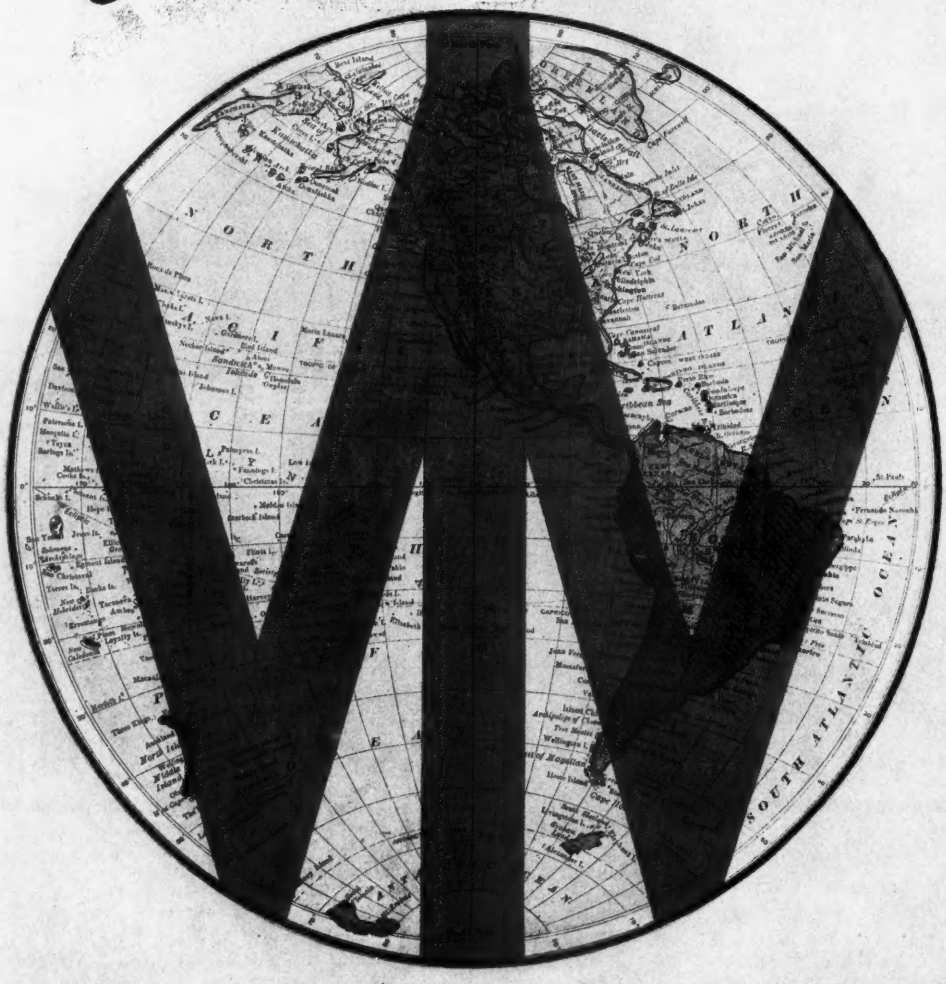
Write for Particulars, Prices and Terms

T. W. & C. B. SHERIDAN CO.

Manufacturers of Paper Cutters, Book Trimmers, Die Presses, Embossers, Smashers, Inkers, and a Complete Line of Printers' and Bookbinders' Machinery

NEW YORK . . . . . 56 Duane Street
CHICAGO . . . . . 149 Franklin Street
LONDON . . . . . 65-69 Mount Pleasant

Wherever Engravings are used WALTONES give satisfaction



THE INLAND WALTON ENGRAVING CO.
120-130 SHERMAN ST.
CHICAGO

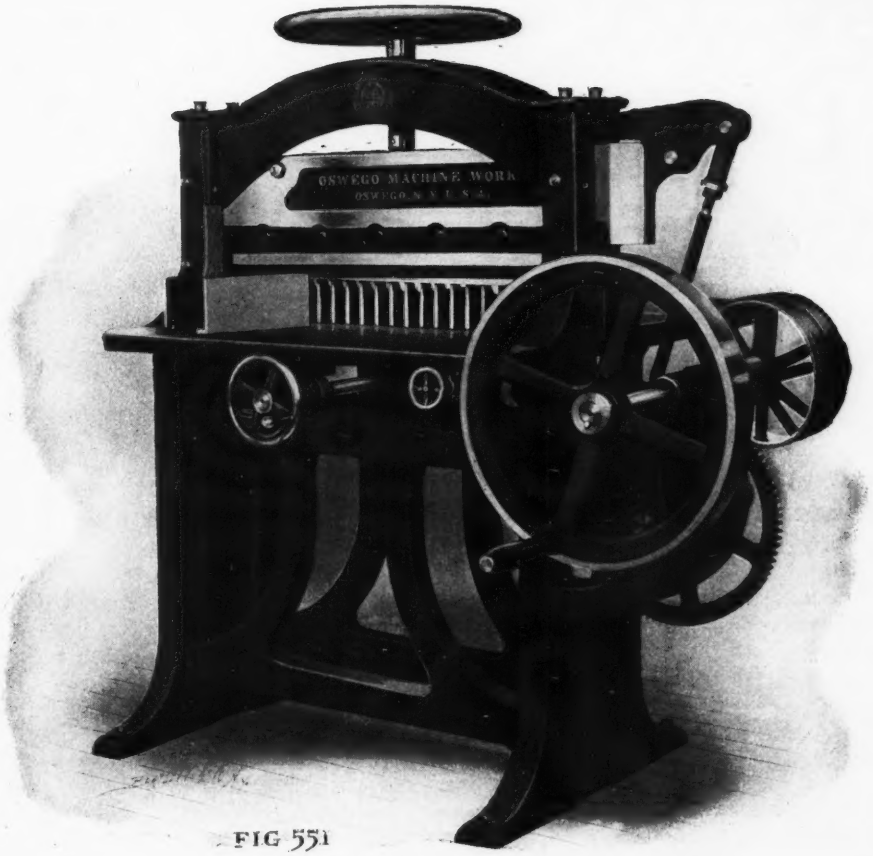


FIG 551

30-inch Ontario Power Cutter. Price, $280.00

ONTARIO POWER CUTTERS

Have Exclusive Improvements, and Are Economical, Accurate and Durable

This pictures only one of the ninety sizes and styles of cutters that are made at Oswego as a specialty. Each Oswego-made Cutter, from the little 16-inch Oswego Bench Cutter up to the large 7-ton Brown & Carver Automatic Clamp Cutter, has at least three points of excellence on Oswego Cutters only. Ask about the Vertical Stroke Attachments for cutting shapes.

It will give us pleasure to receive your request for our new book No. 8, containing valuable suggestions derived from over a third of a century's experience making cutting machines exclusively. Won't you give us that pleasure?

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

Main Office and Works, OSWEGO, N. Y.

NEW YORK BRANCH: 150 Nassau Street
W. S. TIMMIS, Manager

CHICAGO BRANCH: 241 Monadnock Block
J. M. IVES, Manager

FACTS *vs.* FICTION

In Regard to Plate-Mounting

Being unable to advance any *real* reason in favor of their goods, our competitors resort to big talk and absurd claims as to the big volume of business they do in this class of material. The funny part of it is, each claims to be nearly if not quite the whole thing in the plate-mounting business.

Listen!

One competitor claims that more than 75% of all printing from plates is done on their product, the other modestly claims that nine out of ten of all the big shops have adopted their system. Both claims are *false*—and the advertisers know they are false. Such statements are made to deceive you and to divert your attention from the unequaled merits of our Register Hooks. As a matter of fact, no concern knows what percentage of this business it is getting or the relative amount of printing done with their equipment.

We don't pretend to know what percentage of this business we are doing, but we *do* know that we are making big gains. We *do* know that we are getting nearly all of the register hook and base business in Chicago, the heart of the three-color industry. We *do* know that we seldom fail to land a prospect that actually buys. We *do* know that we are constantly taking customers away from these imitators. We *do* know that they are not taking customers away from us.

They, too, know all this—and it hurts. That's why they make such foolish claims—and that's why they imitate our hooks. They *know* that Climax Register Hooks are supreme. They *know* that they must offer something that *looks* like the Climax—legally if they can, illegally if they must—or lose the remnant of the hook business they still have.

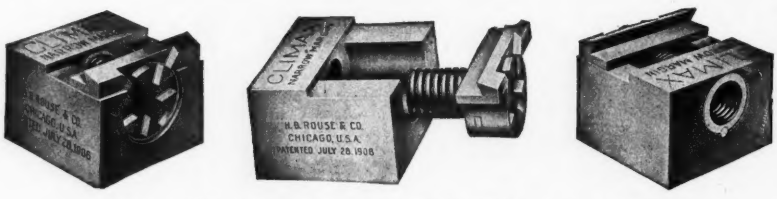
If you want to know *why* Climax and Combination Hooks are best, send for our beautiful new booklet, "Modern Methods." It's free.

Made only by

H. B. ROUSE & COMPANY, CHICAGO

2214-2216 WARD STREET

THE REGISTER HOOK PEOPLE



THE HOOK YOU WILL EVENTUALLY ADOPT

Buckeye Covers

USE BUCKEYE COVERS

The World's Greatest Advertising Medium

1848-1911

The "Happy New Year" that comes from satisfactory progress and prosperity will be realized most fully during 1911 by those printers and users of printing who take occasion to familiarize themselves, *this month*, with the many money-saving and money-making uses of BUCKEYE COVER.

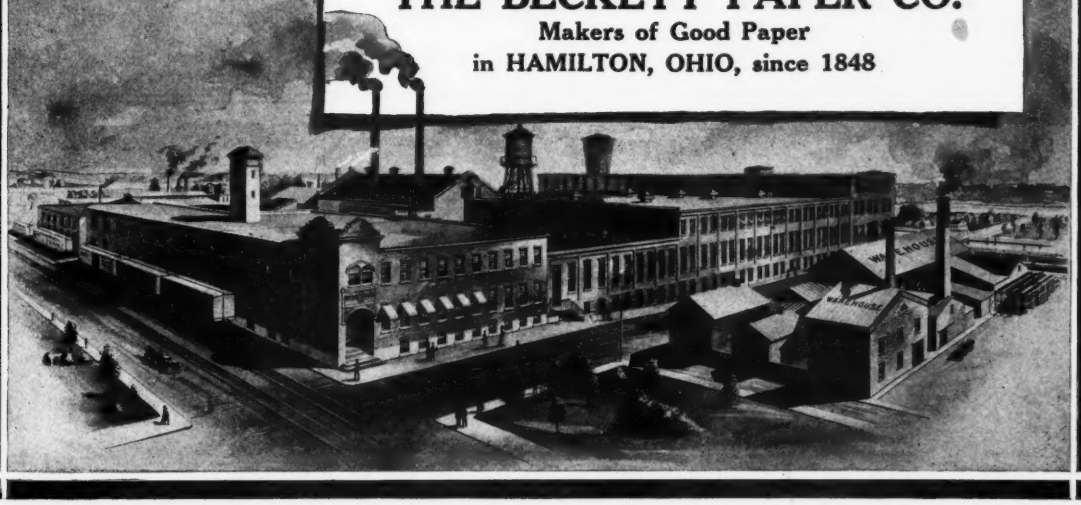
Every day since 1848 we have been learning our trade as "Papermakers to the American Advertiser," and the supreme proof of our proficiency lies in the recognized superiority of our product. In quality, in adaptability and in price, BUCKEYE COVER embodies the results of up-to-the-minute methods and equipment, backed by over half a century of experience in papermaking.

No other cover-stock at anywhere near the price is anywhere near so good. It is the biggest seller, because the biggest value, ever offered by a paper mill.

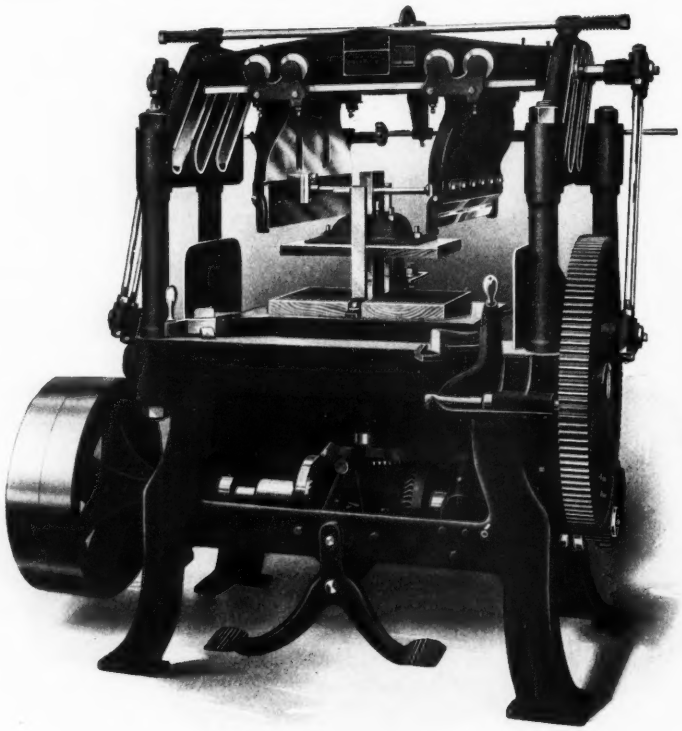
Our beautiful new sample-book, together with information about the campaign which has made BUCKEYE COVER "The World's Greatest Advertising Medium," will be mailed on request to any reader of The Inland Printer who is sufficiently interested to write us on his business letter-head.

THE BECKETT PAPER CO.

Makers of Good Paper
in HAMILTON, OHIO, since 1848



The Seybold Improved Duplex Book and Pamphlet Trimmer



SEYBOLD PATENTS

Unequaled for capacity and quality of work produced.

Requires but *one* turn of the table to trim all edges of *two* piles of books or pamphlets—all sizes, ranging from 2½ x 5 inches to 12 x 16 inches; 6 inches in height.

The work is automatically clamped, cut and unclamped.

A speedy, simple, accurate, substantial machine that is worthy of your full consideration. Let us send complete information.

THE SEYBOLD MACHINE CO.

Makers of Highest Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing—Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

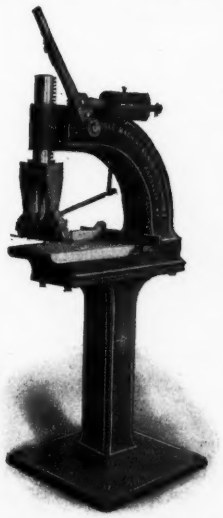
Home Office and Factory, DAYTON, OHIO, U.S.A.

BRANCHES: NEW YORK, 70 Duane Street; CHICAGO, 310 Dearborn Street.
AGENCIES: J. H. SCHROETER & BRO., Atlanta, Ga.; J. L. MORRISON CO., Toronto, Ont.; TORONTO TYPE FOUNDRY CO., LTD., Winnipeg, Man.; KEYSTONE TYPE FOUNDRY OF CALIFORNIA, 638 Mission St., San Francisco, Cal.; VENNEY PRINTERS SUPPLY CO., 150 S. Ervay St., Dallas, Tex.

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street

BROOKLYN, N. Y.

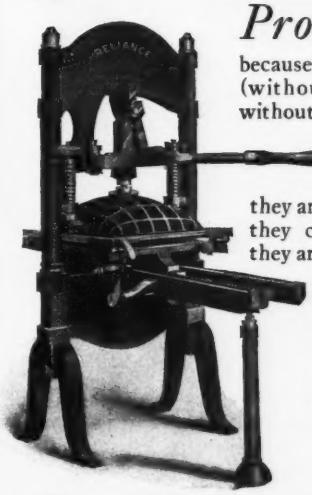


"Hoole" Hand Pallet Machine

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

Photo-Engravers in all parts of the Globe use the Reliance Photo-Engravers' Proof Press



because THEY KNOW (without any question, without any doubt, without any hesitation) in using the RELIANCE they are using the BEST they can get, because they are obtaining proofs that are unobtainable, EXCEPT ON THE RELIANCE.

A photo-engraving plant without a Reliance is like a ship without a rudder—drifting, without definite results and profits.

SEVEN SIZES

Write for circular to the manufacturers.

Paul Shniedewend & Co.

627 W. Jackson Boulevard, Chicago

Also manufacturers of the Famous Shniedewend Printers' Proof Press and Reliance Lever Paper Cutter.

Also sold by Williams-Lloyd Machinery Co., Chicago; Geo. Russell Reed Co., San Francisco and Seattle; Toronto Type Foundry Co., Canada; A.W. Penrose & Co., London, Eng.; Klimsch & Co., Frankfurt am M., Ger.

SOLD ALSO BY ALL DEALERS

The Waite Die and Plate Press

is noted for its superior quality of work, its strength and durability, and its low cost of operation.

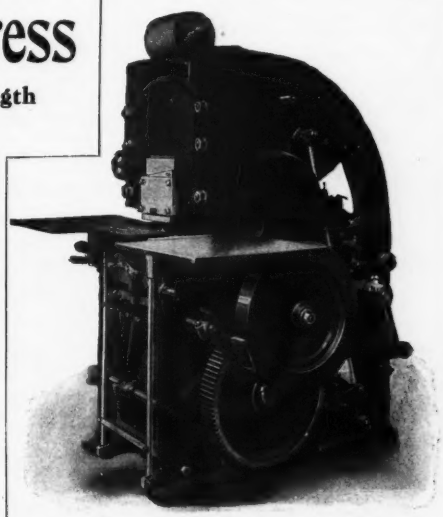
The "Waite" wiper is absolutely perfect. It has a curved surface and rocks while in contact with the die, and wipes with a motion similar to that of the hand-plate printer. The splendid efficiency of the wiper accounts for the fact that the "Waite" gives perfect results with the use of wiping paper only two-thirds the weight of that required on any other Die Press; also for the fact that a thinner coating of ink can be wiped and that less wear is caused to the die or plate.

The "Waite" is the only Die Press which will give hairline register at full speed.

The ink fountain contains an automatic device which keeps the ink "alive" and prevents a "skin" from forming on the surface or the sediment from sinking to the bottom and rendering the ink too thin.

Write us for further particulars.

Sizes, 6 x 10, 5 x 9, 4 x 8, 3 x 5, 2 x 4 inch.



Size, 6 x 10 inch.

AUTO FALCON & WAITE DIE PRESS COMPANY, LTD.

Offices and Showrooms, RAND-McNALLY BUILDING

160 ADAMS STREET . . . . CHICAGO, ILLINOIS

Eastern Selling Agent, S. P. PALMER, 346 Broadway, New York Factory, DOVER, N. H.

THE MAGNIFYING GLASS WILL SHOW YOU



THE BEAUTY OF

QUEEN CITY INK

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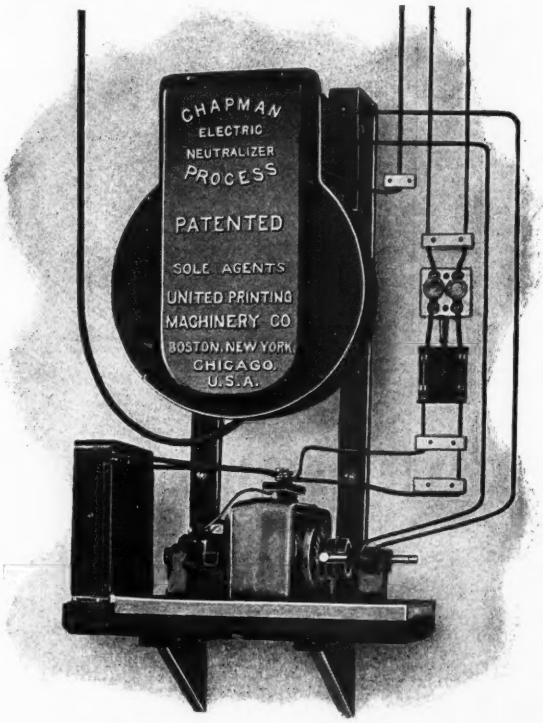
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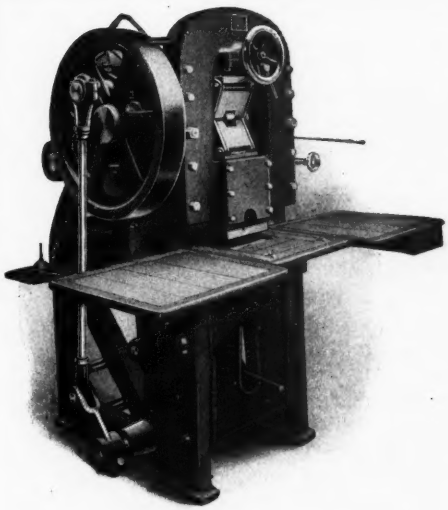
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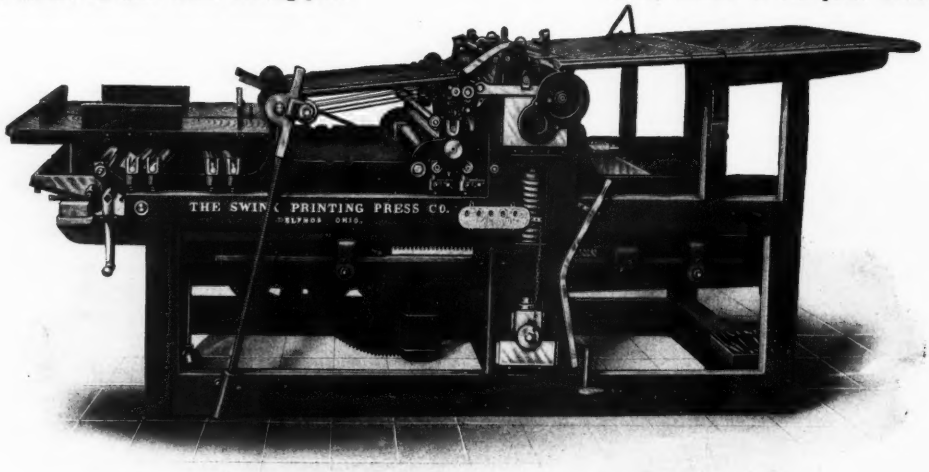
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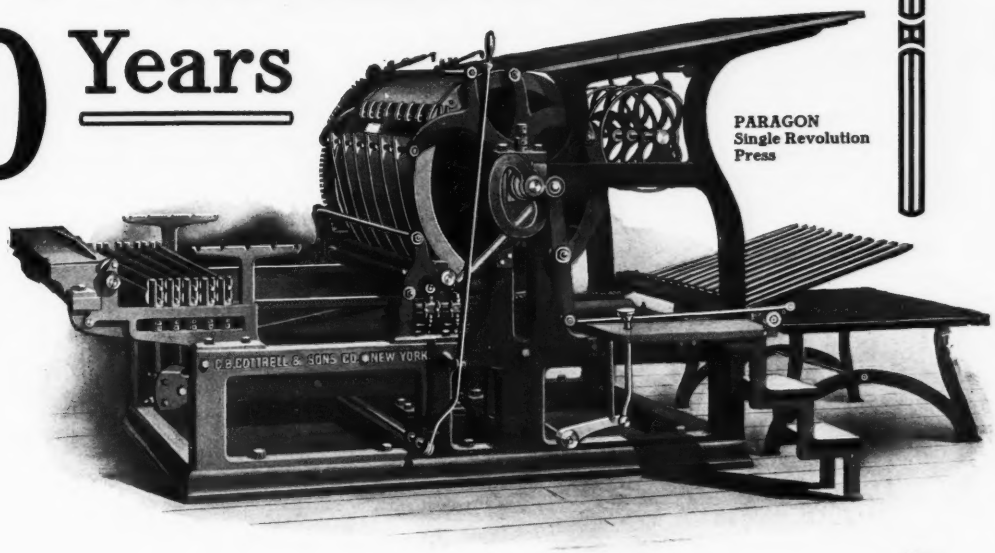
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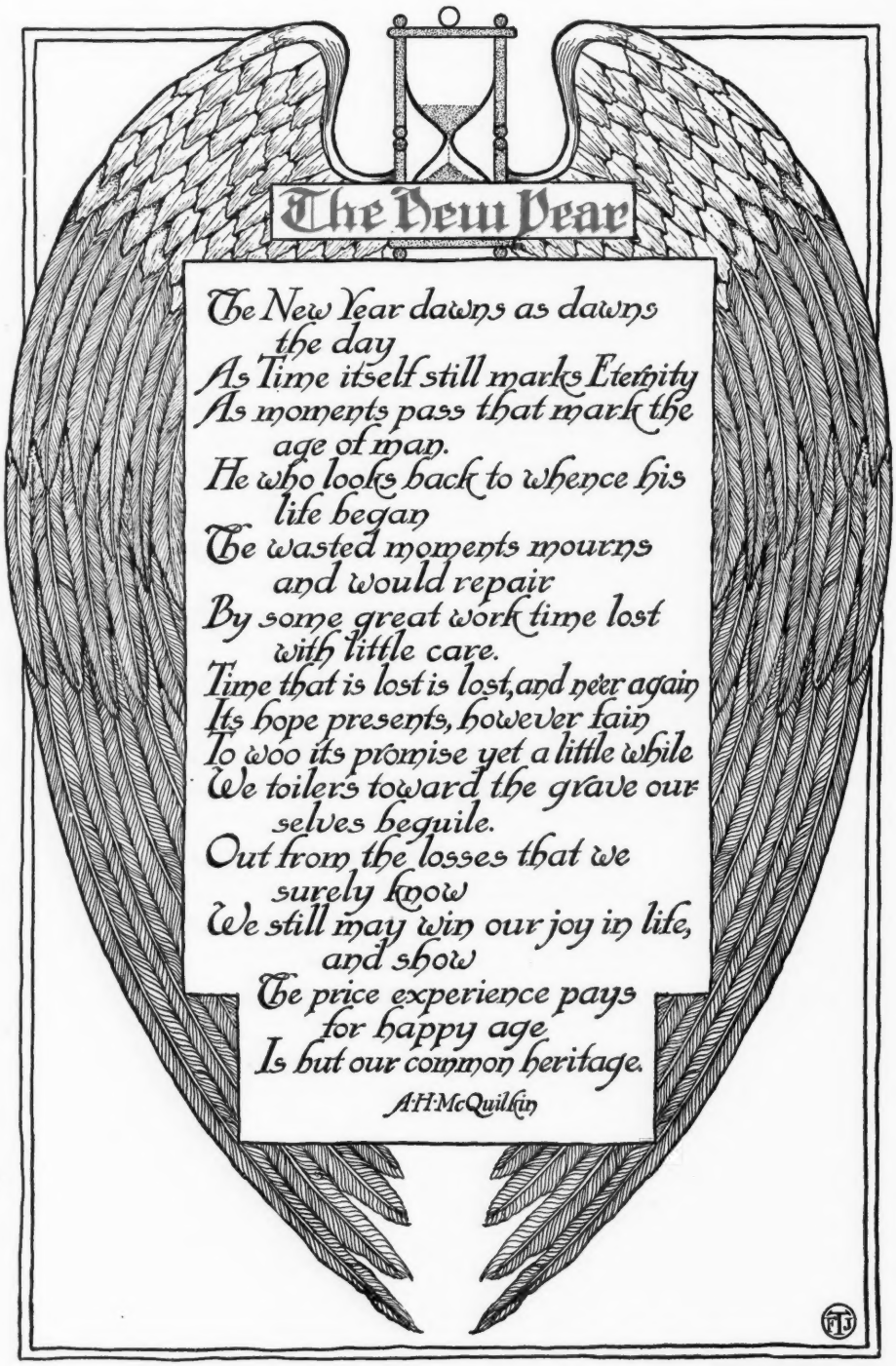
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F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

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January 1911

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COÖPERATION THE SAVING FORCE IN THE PRINTING TRADE.

BY A PRINTING-HOUSE MANAGER.

I AM a manager of a printing-house — risen from the ranks. I have served on scale committees for a union and also for my employers. From every standpoint, therefore, I am interested in the welfare of the trade. Recently I have come to think that managers are the most vitally interested of all the factors in the printing trade — not because of the reward that comes to them, but because of the responsibilities placed upon them. I, myself, hold no shares or bonds or other collateral in the companies for which I have worked. And my status is no different from that of all but a small percentage of printing-house managers. Occasionally, it is true, a manager's name is placed on the "literature" of the concern by which he is employed — and he is given a title of director, secretary, or similar officer. Old friends thereupon congratulate him and editors and writers for the trade press speak of the promotion, saying that "Jack" or "Jim" or "Bill" was always a hard worker, and is still the approachable fellow he was when he stole sorts or "jeffed" to see who would pay for the "Bud" on the way home. The "I knew him when ——" always comes out strong in the writers who make note of a promotion of this kind. But the "promotion" is largely fictitious — particularly in the metropolitan centers. I understand though that "being taken into the firm" means something more in the small communities. My observation is that in the larger cities the amount of stock issued to the promoted one is but nominal, and the office that goes with it carries no emolument — but does involve some responsibility and work.

The manager is in many ways what is called the "fall guy." If there is an increase of wages, it is his duty to lessen the cost of production as much as possible, and at the same time the increase of a dollar or so a week to the producers prevents the manager getting a "raise."

Should a strike result, the manager must bear the brunt — must get the men and then whip the motley crew into money-making shape. Here again the failure to produce financial results — the inability to make bricks without straw, so to speak — endangers the manager's job and works against increased pay.

In the discussions about the politics of the craft that are now going on, the managers, though really in the crux of the problems, as proved by the truth of the facts I have cited, do not seem to count — they are not heard from very frequently. This is regrettable, for it seems to me their opinions should have weight. They are the men who are in direct contact with the conditions under which the work is produced. They are the men who know just what the employer has to contend with, and what the character of the competition is against which the firm or company has to make headway.

The manager who has come up from the ranks knows his rights under the laws of the union; knows that at its best its traditions stand for efficiency and discipline. He does not attempt to do the right thing in the wrong way, which is always provocative of trouble. He knows how to

protect the employer against the foolish agitations of irresponsible hotheads — and his fairness is shown in the cheerful efficiency and confidence of the men under his control. Such a man can and does discuss trade conditions with force, and knows, as he should know, that trade profit comes from the consumer and not from decreases in wages, but in increased efficiency and prompt and cheerful service.

Organization in the shop produces results, and organization in the trade generally will produce commensurate results. Organization on sound economic principles comprehends a profound community of interest.

Except as a stepping-stone to something better, a narrow-gage organization will be of no lasting benefit. The industries in which money is being made are trustified or near that condition by reason of the existence of agreements and understandings. With New York doing work for San Francisco and Milwaukee being in competition with the East, to say nothing of the large number of printing-offices, trustification is out of the question. Nothing approximating that condition can be attained. What, then, can be done?

It is conceded that what is to be done must be done through organization. As the trade can not be organized into a trust, and as that condition approximates the money-making condition — the trade should aspire to the next best thing.

Undoubtedly that thing is a comprehensive organization, which will first reduce to a minimum the waste of competition and labor wars. The existence of such an association would inspire a spirit of craft patriotism which would in turn do much to put backbone in the price-cutters. With all the education about cost of production and all the appeals for an application of business principles, the slaughter of prices goes on. It strikes me as strange that so much preaching produces so little result. Some vital force is lacking, and I think that force should be supplied by the journeyman. He is not quite clear whether this is or is not any of his funeral. He has a sort of repugnance to the cut-rate idea, but when it comes to the price the boss gets for work, the journeyman thinks it does not affect him. But it does affect him and he should frown on the practice of taking "fillers" and other devices of the work-at-any-price crew. If the journeymen knew just how they are affected by cut prices they would set their faces against them. None will deny the moral influence this would exert — possibly just as much as the much-needed educational campaign has exerted. The journeymen's opposition to slaughter-house methods would stiffen backbones, and stiffening is sadly needed.

The stock objection to this is that it would involve coöperation with the unions. Why not do so? The unions are sufficiently powerful to influence wages in nonunion offices — they compel recognition in the most potent manner. Why hesitate at a paper recognition which will lead to coöperation?

Great institutions like the steel corporation may "bust" labor organizations, but the futility of attempting to destroy the unions in our trade must be apparent to all, and should be so recognized. When one looks at the Printers' Home or meets an old pensioner who has drawn his money, he is constrained to admit that the unions are so deep-rooted, so capable and so able that they can not be materially weakened. They constitute a great force which is not being utilized as it should be — for the upbuilding of the craft. They do some building, it is true, but it is altogether too lopsided.

Some one will rise and say it is impossible to trot in double harness with the unions. In some cases, yes. On the other hand, there are cities and towns where the unions and employees coöperate to a great extent. And by the same token, employers are making money in those towns, too. To reach this pinnacle some education of our customers and the public is necessary. Numbers are effective in such work, and hundreds and thousands of employees will prove more useful than tens and hundreds of employers. In this respect the greatest force in the trade is lying dormant, which would be warmed into life and usefulness under judicious nursing by an employers' association based on broad principles.

At this time nothing can be clearer than this in the printing trade: The more thorough the organization, inevitably the more satisfactory the results.

So I hope and pray that the organization builders will make a good job of it.

GO SLOW IN ADJUSTING PRICES TO YOUR COST FINDING.

Printers should not be too radical at the start in putting in a cost system, and base prices on the cost arrived at. It is much safer as we have found to assume as correct $1.10 for composition, about 80 cents for platen presswork, $1 for pony, and $1.35 for cylinder, and so on, as that is the experience of twenty-odd offices for a number of months. If we had ever attempted to do business on what we found our costs to be at first we would not have had much business. We had to stick to the estimated costs for a while instead of assuming that our first month's ascertained costs were the correct ones for a basis. I now see why my first month's costs were so high, and I am satisfied with the results in all classes of work.— *Mr. Curtis, Curtis Printing Company, Minneapolis, Minnesota.*

Written for THE INLAND PRINTER.

CUSTOMER-CATCHING—THE WRONG BAIT.

BY JOSEPH REDMOND.

"WE would like to have a chance to figure on your work." This is the favorite lead of the printing-house solicitor, and it is an observation which should never be made. It puts the notion of competitive printing into the mind of the prospective customer and seems to convey the impression that price is the only thing the solicitor has to offer as an inducement to get business.

Every business concern has its likes and dislikes in respect to type, paper, style of printing, etc., and the buyer is averse to overturning all these things for the sake of saving a few dollars and giving an entirely new set of instructions to a new printer. But when he finds blunder after blunder in proofreading, crooked trimming and generally inferior work coming to his office with increasing frequency, do you blame him if he begins to consider a change in printers?

There is an old proverb in salesmanship which says "Hold hard to the old customers—search hard for the new." This principle is often ignored completely by printers who, in the temporary dementia following the receipt of a large order



CALLING THE ROLL.
Duotone by Gatchel & Manning, Philadelphia.

I am a buyer of printing, and my observations in the past twelve or fourteen years have convinced me that much of the bitter comment among printers on account of price-cutting and its train of attendant evils is the result of injudicious solicitation of orders. If you have a few good customers—only enough to keep the wheels of your establishment turning moderately fast—and they are satisfied with what you have done for them in the past, and you exercise ordinary care in the execution of their orders, there is not much danger of their leaving you. Besides they are always good advertisements for your office. Buyers of printing do not like to change their printer. from an unlooked-for source, let the steady work from their old-time customers get out of the house in bad condition.

I understand that only the large and well-established printing-offices employ a force of solicitors, or let us call them salesmen for the sake of courtesy. Some of these have been trained in printing-offices and know how to talk in technical language easily understood by another person moderately well versed in printing terms. These men do very well with well-informed buyers and can carry their story home; but if the prospective buyer happens to be a rank outsider, who doesn't know a quad from a lead and doesn't want to, the

printer-salesman would do well to restrict himself to terms that the buyer understands.

A trained salesman never under any circumstances spars for an opening by bringing up the question of price. It seems to me that price in the printing trade should never be spoken of excepting in the bathroom, and in whispers at that. Good printers always talk about good work, good service, good taste and good reputation for keeping promises. I never yet heard of a successful employing printer who built up a healthy and enduring business solely on the claim of cheapness of his work. Cheap printing always looks cheap, as cheap clothing looks cheap. I have found it to be the rankest kind of false economy to buy it, touch it, or have anything to do with the man who sells it.

So when your printer-solicitor-salesman comes to the wicket and says: "I would like to figure on your work," I simply send him home, managing to convey the impression that I don't want any figures — then or at any other time.

I feel uncomfortable when I begin to preach at printers, because the majority of them know so many more different kinds of things than I do, but here is something that I have come to regard as a kind of gospel: The people who want competitive figures from you are either unlikely to be profitable, lasting customers, or they have been led into a wrong notion of your art. If you could convince this latter class of buyers that price is about the last thing they should consider in a job of printing, and that mechanical excellence, good taste and good service all stand far above it, you will go far toward smoothing the way, not only for yourself but for your fellow craftsmen as well.

If your fences need strengthening, take an old buyer's advice: dodge the price issue as much as ever you can and talk about quality, service, style, prompt delivery and the fifty-seven varieties of other things that are of far more interest and importance to the experienced buyer than the mere cost of the job. You don't know yourself how much it is going to cost, so why should you invite your prospective customer to participate in a guessing contest?

MACHINERY IS BETTER IDLE THAN WORKING TO LOSE YOUR MONEY.

Let your machinery stand idle rather than do work at less than cost — or even at cost. The only one who benefits by running machinery under such terms is the customer.— *R. T. Deacon, St. Louis.*

DONT WAIT FOR THE RECEIVER TO DO IT.

Install a cost-finding system before the receiver has a chance to do it.—*A. M. Glossbrenner, Indianapolis.*

Written for THE INLAND PRINTER.

APPRENTICE PRINTERS' TECHNICAL CLUB.

NO. II.— BY W. E. STEVENS.
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 120 Sherman street, Chicago.

THE STORY OF A TYPE.

THIS is the story of a poor little type whose life of usefulness was speedily brought to an end by careless handling and unclean conditions, which are seen in many printing-offices to-day. Bruised and dirty in body and with his little face battered down almost to the shoulder, he is now lying in the hell-box, the last resting place of thousands of other types who have been similarly mistreated. Before going he told this pathetic story which, I hope, will strike a sympathetic chord in the hearts of all apprentices, and cause them to exercise more care in preserving the lives of these willing little workers.

He began speaking thus:

"What a funny little fellow I am. Born from an ingot of metal I am composed of lead, tin and antimony — lead to give me bulk, antimony to give me hardness, and tin to hold the lead and antimony together and to make me tough and durable. I have been told that sometimes our makers put copper or nickel in my family to suit their own ideas of giving us additional strength.

"Before that red-headed apprentice in the *Clarion* office hammered my face so hard with a mallet and planer, I was just .918 of an inch high. This height is now uniform throughout the country, and by this uniformity we cause less trouble to our owners than did our forefathers who were so variable.

"How happy and contented I was when with the rest of my family, called a job-font, I lay so clean and neatly arranged in a cabinet of our maker. To look at me now you wouldn't think that at one time I was a bright, shiny, perfect type in all respects, but I was, and would be now were it not for that little 'devil' who ruined me.

"My entire family was called a 15A 32a font of twelve-point, or pica, Caslon Old Style. All job-fonts are put up by the Aa system nowadays, according to the number of characters our owners want. If they want a small font they order a small amount of A's, both capitals and lower-case. Based on this amount a certain number of each character is sent accordingly as it is generally used.

The lower-case e is used oftener than any other letter, therefore a font contains more of these than any other character. Throughout the whole font the capitals, lower-case letters, points, figures and other characters are sent in proportion.

"My family consisted of 924 characters, of which there were:

Capitals: (15A).

18 E's.
15 each of I, N, O, R, S, T, period, comma.
10 each of C, L.
8 each of D, H, M, P, U.
7 each of F, G, apostrophe.
6 each of B, W, Y, 0 (cipher).
5 each of J, K, V, 1, hyphen.
4 each of 2, 3, 4, 5, 6, 7, 8, 9, $.
3 each of Q, X, Z, semicolon, colon, exclamation point, interrogation point.
2 each of Æ, &.
1 Œ.

Lower-case: (32a).

43 e's.
32 each of i, n, o, r, s, t.
21 each of h, l.
19 d's.
17 each of c, f, m, u, period, comma.
13 each of b, g, p, w, y.
9 each of j, k, v.
6 each of q, x, z, apostrophe.
5 each of hyphen, ff.
3 each of semicolon, colon, exclamation point, interrogation point, fi, fl, ffl.
2 ffi's.

"Sometimes we are sold as body-type to places where our owners have a large amount of straight-matter to set by hand. Then we are put up into what is known as weight-fonts of 25, 50, 100 pounds, etc. In a complete weight-font there are many more characters than in a job-font, for the reading portion of books, newspapers, pamphlets and magazines requires the use of certain characters that are seldom used in job or advertisement work. The auxiliaries such as braces, dashes, fractions, references, commercial marks and leaders are furnished on special order and are put up in packages of one pound or multiples of a pound.

"One-fifth of the weight of body-type is composed of quads and spaces, which are necessary to separate us into words and space us out to different measures. In job-fonts, to which family I belong, these must be purchased separately, excepting with script type, where the long kerns or hang-overs require beveled quads and spaces.

"I have told you before that I am a pica type, but perhaps you don't know what the word pica means? There are twelve points in a pica, and six picas, or seventy-two points, in an inch. So, a pica makes just one-sixth of an inch in size. A six-point type is one-twelfth of an inch in size; an eight-point type, one-ninth of an inch; a thirty-six-point type, one-half of an inch, etc. This system is called the American Point System, and was adopted in 1887 by the United States Type-founders' Association. It certainly is a great help to our owners, for now they can buy us from different foundries and we will match or justify properly. The metal furniture, leads, quads, spaces, etc., which are necessary to make us stand up straight and to space us out into words and lines are also cast on this point system.

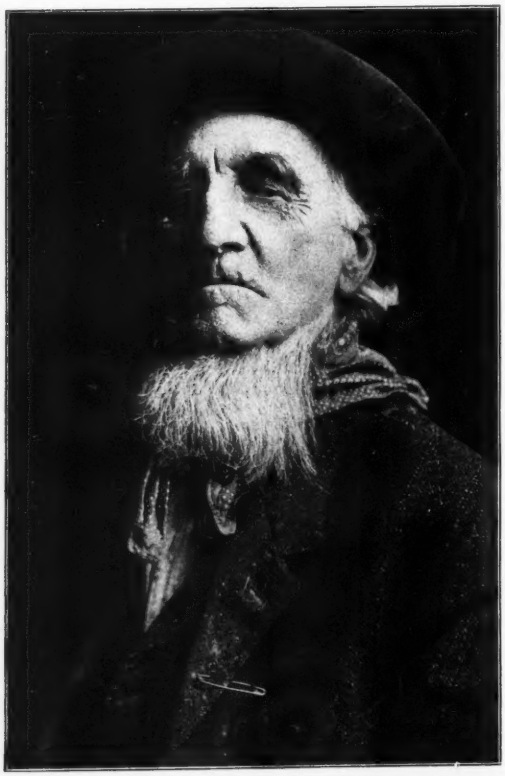
"At one time a few of my family and I were set in a line close to a family that called itself Long Primer. Being curious to know what that name meant I asked the nearest one why it was that it was called by a name instead of by a certain number of points. He was a very talkative old fellow, and immediately explained that his family was made before the adoption of the point system, and at that time all types were called by name. He then told me all the names and sizes according to the point system and the old system. This was very interesting, and I retained it all in my memory. This is the table as it was told to me:

Point System.	Old System.
4 point body	Brilliant
4½ point body	Diamond
5 point body	Pearl
5½ point body	Agate
6 point body	Nonpareil
7 point body	Minion
8 point body	Brevier
9 point body	Bourgeois
10 point body	Long Primer
11 point body	Small Pica
12 point body	Pica
14 point body	English
16 point body	Columbian
18 point body	Great Primer
20 point body	Paragon
22 point body	Double Small Pica
24 point body	Double Pica
28 point body	Double English
30 point body	Five-line Nonpareil
32 point body	Double Columbian
36 point body	Double Great Primer
40 point body	Double Paragon
42 point body	Seven-line Nonpareil
44 point body	Four-line Small Pica
48 point body	Four-line Pica
54 point body	Nine-line Nonpareil
60 point body	Five-line Pica
72 point body	Six-line Pica

"Now to resume my own history: My family was sleeping peacefully and contentedly in our cabinet at the foundry when one day we were rudely awakened by being slammed down on a counter so hard that I thought my feet had been smashed. We were packed tightly into a box and shipped away to the *Clarion* and into the hands of

that red-headed son of Satan, who would have made a better blacksmith than a printer. Some boys acquire badness from their associations and some are bad some of the time, but he was just naturally bad through and through — couldn't help it, and I don't believe he would if he could. Many a time I've seen him put the poor old office cat on the Washington hand press and then put on the pressure just to hear her yowl. They say that man is made in the image of God, but I feel sure that sometimes this boy makes Him ashamed of His own likeness. That's a stolen joke, but it fits in very nicely.

"After unpacking us, the 'boss' — I heard the boy call him that — weighed and examined us to see if we were up to specifications in weight, body, face, nicks, etc. Then he handed us over to my destroyer with instructions to pull three proofs of us to see whether our faces were clean and perfect. Through sheer carelessness we were slid onto the dirty bed of a hand press and a few of the family were pushed on top of a two-point lead which was lying there. Of course, they were higher than the rest of us, and when the pressure came they were battered down and spoiled completely. Oh, but wasn't the boss mad! He told that boy never to slide us onto any surface until he had made sure it was free from dirt and other substance. If every one were as careful as that boss our lives of usefulness would be considerably longer.



AN AMERICAN TYPE.

William Fox, a veteran of the Mexican and Civil Wars. Was present at the surrender of General Santa Ana. Served five years on a whaler in the North Atlantic. Photographed by William Cundill, Maquoketa, Iowa.

"Before going any farther you would, perhaps, be interested to see what our faces looked like when we were new. Here is a picture showing one of every character in my font:

Capitals.

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Lower-case.

a b c d e f g h i j k l m n o p q r s t u
v w x y z

Figures.

1 2 3 4 5 6 7 8 9 0

Points.

. , ; : - ? ! '

Other Characters.

Æ Œ fi fl ffi ffl & $

"I am not too modest to say that we were pretty. Even the boss said so, and he isn't the kind of a man who would rave over anything. He told the boy that for an all-around serviceable letter Caslon Old Style 'stacked up with the best of 'em.'

"Finally, after considerable rough handling, three satisfactory proofs were pulled and then the boss told this boy to lay us on a galley and dampen us with water, so we could be handled easier. After explaining this he showed him how to untie us to prevent a 'pi,' and how to lift a few lines on a composing-rule. Just then some one called the boss and that little demon was left to his own resources. Oh, what a mess he made of it! Instead of sliding us gently into our boxes as he should have done, he slammed us in, bruising and mixing us up in a frightful manner. I have heard that the act of placing types in their respective boxes is called 'laying the case,' but I would call his method 'throwing' the case. I came out of that mix-up with only a slight scratch on my face, but some of the family were less fortunate, being all marred up and totally unfit for good work.

"Well, to make a long story short, I was used in several jobs, accumulating dust and dirt and being misused in every way, when all too soon my

end came. I had been set in a page which was to be electrotyped, and the boss told that boy to lock us up for the foundry. Forgetting entirely his admonition to clean all surfaces before sliding us on them, he shoved us on the stone and I found myself standing on a small piece of hard dirt. Without noticing that I was higher than the rest he put the bearers, reglets and quoins around us, then tightened the quoins a trifle and got out the mallet and planer. He knew how to lock up a page, and if he had 'felt' the face of our page with the planer everything would have been all right, for he would have noticed that I was high. Such caution, however, was not in the make-up of this imp, so he laid the planer on us and smashed. With the first blow I was a goner, and — but I will not burden you with my sufferings. Through sheer carelessness I was ruined, and I expect there are a good many types in a good many offices that are being misused in the same way.

"My story is now ended, and I hope that its relation will be a lesson to all apprentices who are as careless as that little red-headed 'devil' in the *Clarion*. Be good to us always, for the way in which you handle us tells whether or not you are worthy of the name 'Printer.'"

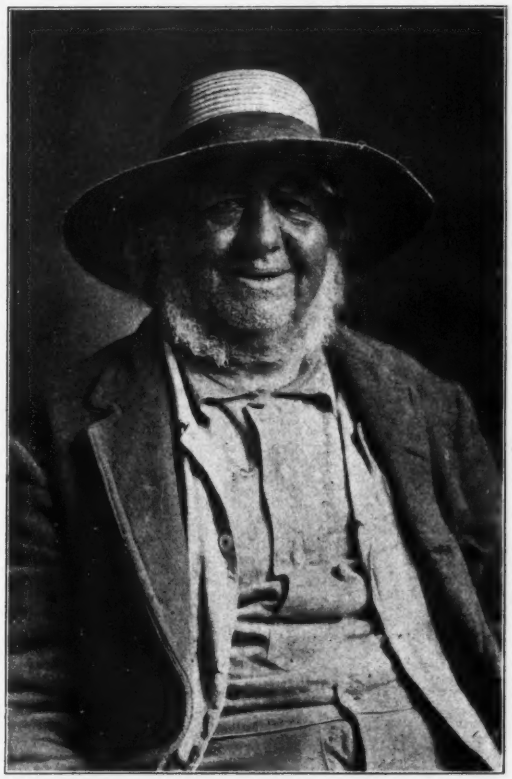
TO THE APPRENTICE.

This is a very simple story. It seems almost childish. But there are some facts in it that many printers do not know. They did know one time, but they have forgotten. Now, remembering things is very profitable. It is simply the habit of attention. To fix the facts of this little story in your mind so that you will never forget them, it will be well for you to ask some questions about some of them that may not seem quite clear and I will answer you. Remember other boys working at the trade just as you are in distant parts of this country, in Canada, in England, in different parts of the world, will be reading this little story and will ask questions also and later on answer questions. You will be in a manner one of a great class trying to know about the greatest influence for good that the world has known. After you are a printer you may meet some of the other boys who have studied with you, and this will surely give a greater interest to your lifework. Remember that money is not the only reward that the art of printing gives. The joy of making, of creating, of doing good work is really the greatest aim. Money follows skill and knowledge invariably. By patient and careful effort, skill and knowledge come, and wages — money — is always plucking their sleeves.

(To be continued.)

DOES THE EDITOR RUN THE PAPER OR DOES THE PAPER RUN THE EDITOR.

Editor Guthrie Smith, of the Alamogordo *News*, Alamogordo, New Mexico, writing to the Second Annual Convention of the Southwestern Editorial Association, at El Paso, Texas, explains that he is unable to be present because he has too much to do and does not know how to do it, and would be able to contribute nothing to the convention out of his experience, but knows that he would gain much from the experiences of his fellow editors, and says: "If you could look into this office and shop sometimes, you would be reminded of your childhood days when the itinerant came along with the bear. When he solicited your dime, he proposed to wrestle with the bear, promising that sometimes he would throw the bear and sometimes the bear would throw him. Not any expert on earth could tell sometimes whether the editor is running the *News*, or whether the *News* is running the editor."



AN AMERICAN TYPE.

William Groat, an old-time "thrashin'" farmer and blacksmith, originally from New England. Photographed by William Cundill, Maquoketa, Iowa.

KEEP THE PROFIT OF YOUR OWN EFFICIENCY.

There is no reason on earth why all bids for printing based on the same specifications should not be exactly alike. If efficiency enables one man to produce a job for less than another it is up to the efficient man to keep the difference — the value of his efficiency — for himself.— *R. R. Fell, Philadelphia.*



JUST "SUBS."

Drawn for THE INLAND PRINTER by John T. Nolf, printer.

The Inland Printer
January 1911

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

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SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

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When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars and sixty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible newsdealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.
JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Capetown and Johannesburg, South Africa.
A. OUDSHOORN, 179 rue de Paris, Charenton, France.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

EDITORIAL NOTES.

A REPORT of a lawsuit in the *Printers' Register* states that the London Society of Compositors does not permit members employed by the week to "slug" their matter. The evident purpose of this rule is to make it difficult to ascertain how much work is done by each compositor or operator. Though this phase of the case came before him in an incidental way, the judge frowned on the rule. It is difficult to imagine anything more inane than this regulation. The office is bound in some way to ascertain what each man is producing, and to prevent its being done in the most direct and correct way is a bit of puerility that annoys and irritates employers. It is a fair specimen of the type of legislation that brings trade unions into disrepute. There is no substantial reason for it, and it is adopted very largely because the union has the power to adopt and enforce it. In principle and in effect this is just as obnoxious as an office order posted for the sole purpose of emphasizing in the most disagreeable way the authority that inheres in an employer.

WE are pleased to note in the *American Pressman*, the official organ of the International Pressmen's Union, editorial acknowledgment that the officers are receiving the "financial and moral support of manufacturers and employers" in the new features they are promoting, which include a home and sanatorium and a technical school at Hale Springs, Tennessee. This is another manifestation that it is not "the union" that is opposed by many, but rather what the union does, or the manner in which it seeks to achieve its ends. A matter of three years or so ago this particular union was in especial bad odor with "employers and manufacturers," for it was accused of being a contract-breaker. That this reputation has not affected the organization as greatly as might have been expected is not because a court exonerated it on tweedledee-tweedledum grounds, so much as on account of its marvelous activity in good works. For a labor union to undertake the erection of a home, a sanatorium and a technical school, involving the expenditure of many thousands of dollars within so short a time after disaster seemed inevitable, is sufficiently remarkable to soften the asperities born of past transgressions. These stupendous operations and their purpose challenge admiration. Friends of the union and of benefactions such as are contemplated at Hale Springs have some cause to fear whether too much is not being undertaken. The prodigious energy of the present officers is the hope of these enterprises; without it, we would venture to predict failure.

But this energy probably will win success in rehabilitating the union in the minds of those who bitterly resented its action of three years ago, as well as putting the enterprises on their feet.

AS THIS is written the news from Great Britain indicates that the trade will become involved in a titanic struggle over the question of hours. The men demand a fifty-hour week on January 1, 1911, to be followed in a year by a reduction to forty-eight hours. Conferences have been held and abandoned, the employers refusing to accede to the demands of the men for various reasons. The employees, on the other hand, have prepared for a struggle. They are acting through a federation that embraces all the trades, and the members are assessing themselves in anticipation of a lengthy contest. Such waste makes the judicious grieve. It would seem impossible that in these days of ferment and progress British employers do not see the forty-eight-hour week impending. That is the prevailing working week in American and Australian printerdom, and the British Isles can not hope to lag behind the procession much longer. Existing conditions may make it seem to employers an unpropitious time for the reduction of working hours. As to that we are not informed, but we do know that a break in the negotiations never really helps in such matters. One faction may gain a temporary advantage by pursuing such tactics, but it helps not at all in the final solution.

DISTINCTLY new in printing circles is the employees' insurance scheme of the United Typothetæ, details of which are given on another page. It provides benefits in cases of sickness, accident or death. An insurance company takes care of these benefits except death from disease, which the United Typothetæ provides for out of its funds. The reception accorded this venture will be watched with interest. It is not its merits that determine the fate of such a proposition so much as a peculiarity of human nature. Many men will accept—even seek—favors from friends, but en masse they reject proposals tendered in the best of spirit. Those making the offer may exercise all their powers of invention to free it from the taint of patronage, and the prospective beneficiaries may see that clearly enough, yet the plan does not "make a hit." Some students of welfare work in its various phases attribute this solely to an innate desire in man to preserve his independence as much as possible. An employee, for instance, feels he is to some extent dependent on his employer for his livelihood, and the feeling irks him, and he is loth to make himself appear more dependent. If he reasons that way, there is a note of sullen despair in it. Probably another element in producing the indifference is what the world will think of his acceptance of the proposal. His friends and neighbors are sure to look on the plan with suspicion, and to avoid their taunts and sneers Mr. Workingman refuses to be "helped." Efforts like the Typothetæ is now promoting are looked on differently in different circles of the industrial world, and for that reason it will be interesting to see how printing-office employees will look on the present proposition.

Value of a Slight Error.

Is there no end to the piling of burdens on the craft? A British court has imposed a new one under these conditions: A commercial printer of London, England, printed a magazine, and in the leading article "although" appeared "althouvh." The publisher deducted a trifle more than $16 from a bill of $525 for the error, and a judge ruled that the printer could not recover. It was alleged by those appearing for the publication that it lost "a considerable number of subscribers," while his honor thought the deduction "rather moderate." If typographical errors are to be charged at the rate of $16 per, printing-offices will become mere adjuncts of proofrooms. Such an error seemed a very important matter in the eyes of this judge. He said that whenever he ran across an error in a book he always remarked, "What bad printing!" and he thought misspelling of the word "although" gave "everybody a chance to deride the paper." Of late we have been hearing much of the quality of British justice, but we hope there are few on the bench so fussy as this particular person, who seems to have an attack of nerves when he sees a misspelled word, but evidently is not at all concerned about the practicability of requirements based on a court decision.

Value of Trade Association.

Pioneers in organization work understand the difficulty of getting men interested in trade association movements. Competition, as understood for centuries, meant to the average business man continuous war among individuals or companies to secure the maximum of trade in their particular lines. And the custom was to marshal the forces of each concern with the purpose of undoing fellow tradesmen, either through the slashing of prices or the inauguration of secret methods for the increase of production or decrease of cost. Every innovation of commercial value was closely

guarded, to be used only for the benefit of the possessor, and a spirit of antagonism was cultivated which bordered on hatred. Each assumed that the other was a usurper and had no right in the business in which he was engaged, and a continued pulling, one against the other, was the result.

It has taken many years to dislodge this old idea of competition, if indeed it can be said to be dislodged. It has not, however, been routed. In the printing trades many men still are holding aloof from coöperation with their fellow craftsmen. They are held in bondage by suspicion, short-sighted selfishness and the customs of their fathers. In some cases a new generation, clothed with higher business ideals, a keener perception of competition in its higher sense, and a nobler conception of responsibility to the craft itself, will be necessary in order to bring about genuine coöperation. Yet there is no need for pessimism. We are steadily moving into the sunlight. New recruits are daily joining the army of progress, and the day is hastening when business-destroying methods, creatures of competitive hostility, will have passed into history.

Illustrating the value of business associations, testimony was given at a recent meeting of the Chicago Ben Franklin Club by the manager of a Louisville printing-house. He said that after attending the first Cost Congress he went home determined to put in a cost system. The owner of the plant, who had considered it a waste of time attending conventions of printers, met the proposition with a sneer, but consented to the inauguration of a system simply because he had never made any money in his printing department and the innovation could do him little harm. After a six months' trial and a balancing of the books, the owner was beside himself with astonishment; and as a sequence he has instructed his manager never to permit anything to interfere with his attendance on every printers' convention or conference within reach.

This is but one instance of the benefit derived from coöperative effort. Hundreds could be recited. It ought not, however, to be necessary to point out this evidence. The principle of coöperation is now accepted as the basis of progress the world over, and employing printers should be among the first to grasp its significance as applied to their vocation.



PEACE.
Half-tone and flat tint by the Inland-Walton Engraving Company, Chicago.

Wages of Union Employees.

A marked peculiarity of typographical unions was emphasized when the members of the International Typographical Union voted against increasing the salaries of its chief officers from $2,000 to $3,000 a year.

The members themselves have been securing increases largely through the aid of these officials, yet out of thirty thousand votes cast, but eleven thousand favored an increase. Employers' associations are much more liberal in this respect. The newspaper publishers are reported to pay $10,000 a year and liberal expenses to Mr. Kellogg to look after their labor interests. It is also rumored that the Typothetæ recently offered a well known printing-house manager $7,500 a year, while local Ben Franklin clubs and boards of trade pay as much — often more — to their officers than does this millionaire organization, with its fifty thousand members.

The question of competency hardly swayed the majority, for the officers involved — President Lynch and Secretary-Treasurer Hays — have been repeatedly elected to their present positions as well as others of relatively high importance. The International Typographical Union administration of routine affairs is regarded as a model, for the invariable comment of business men and bankers who come in touch with these officials is that they are good people with whom to trade. So from the standpoint of office managers these gentlemen are probably worth the money.

But routine is a small part of their duties. From all accounts, union members have fared well in scale negotiations with the publishers, even though their chief representative is pitted against a ten-thousand dollar man. And, so far as the surface shows, the officials have secured these gains without engendering within the publishers deep-seated hostility toward the union. If this good will has been retained it is a great asset for the organization, and in the highest degree creditable to its officials. Opponents among their constituents have accused Messrs. Lynch and Hays of incapacity, but we have never heard employers making such a charge. These gentlemen may have made mistakes earlier in their career, and are probably making some now, but they possess a peculiar knowledge not transmittable to successors — knowledge which the union certainly could not buy in the market. In the every-day business world, competitors would be in the field for that information and bidding for the men who possess it. We understand publishers have discussed the feasibility of employing present and former union officials — among them Mr. Lynch — at their high salaries. Nothing ever came of it, sentimental considerations — otherwise union principles — seemed to be opposed to such transactions. Thus the unions can eat their cake and keep it, so far as their officials are concerned. A great deal is said in the press and elsewhere about the salaries of so-called "labor leaders," but in the printing trades at least, they earn all they get, and usually make pecuniary sacrifices to retain office and their self-respect.

There is one solid objection to having official salaries high. They might reach a point where monetary consideration would be the chief incentive in office-seeking. That would be disastrous in a movement that still relies largely on sentiment and sacrifice to carry it along. In view of the wages paid to journeymen and foremen in the printing industry now, we should hardly think $3,000 or so would be at the danger line. It certainly is not an adequate equivalent for the services rendered. Perhaps the compositors know this, but think it unhealthy to have officials living on a scale far removed from that they enjoy, for no one can accuse the American printer of being "mean" when it comes to money matters.

Written for THE INLAND PRINTER.

LANGUAGE WHIMS AND FALLACIES.

NO. XI.— BY F. HORACE TEALL.

PROBABLY no other detail of English usage in language so strongly emphasizes whimsicality as does the variation of verb-forms. A majority of our verbs form their preterits and past participles by adding ed, and those which do so are called regular, simply because they outnumber any other class. Many verbs are called irregular, because they vary the word-forms themselves in forming past tenses, instead of adding the suffix, and some grammarians have noted another class as redundant, because their past tenses are made in one way by some people and in the other way by some others. We do not remember well enough to specify any mention in a book of the fact that the internal changes, in the words that do not add the suffix, are really regular; but undoubtedly that is the reason why philologists divide the verbs into weak and strong, denoting as weak those in which the tense-forms have the prevailing suffix, and as strong those which make the other changes. They (the verbs) are all regular in the sense of regularly conforming to established usage, except that those which are redundant conform to two kinds of usage.

All sorts of protests have been uttered against these variations in English verb-forms, but they have had even less effect than the efforts to "simplify" spelling. The failure of these protests might well teach us that we must, in general, accept the established usages of the language, at least so far as to be contented with an occasional isolated improvement. For instance, we have two ways of spelling the preterit of stay — stayed and staid. A distinction is often made by using stayed only for the past tense and staid only for the purely adjectival sense, as in speaking of a staid person; but evidence is not lacking that the distinction is not even yet universally made, although it is certainly a good one. Both forms are still given in the dictionaries as preterit and participle of the verb.

Mention of dictionaries reminds the writer of something said by the Rev. Dr. L. T. Townsend in "The Art of Speech." Dr. Townsend was a professor of "sacred rhetoric," and as such should

have been well qualified in general rhetoric. He writes of various laws of speech, one of which he calls the law of analogous usage. He would find it very hard to prove some of his assertions, which are: "Reasoning from one class to another has never before rested upon as firm a scientific basis. Hence is inferred the law denominated analogous usage. . . . The phases of this law in the domains of speech to which attention is directed are somewhat restricted, being based upon the maxim that any language can do and ought to do what it is in the habit of doing. The tendencies to conform to this maxim are seen, for instance, in the change of irregular into regular forms of inflection and speech. Such changes take place with all tongues in about the same ratio as culture advances. English speech furnishes abundant illustration. Every new edition of our dictionaries reduces the number of irregularities. Only recently, learnt, dreamt, leapt, dropt were in the ascendant; but now the past tense and participle of these words are regularly formed by the termination ed. Between the following verbs there is at present a struggle for domination, but there can be no question as to the issue: bended and bent; bereaved and bereft; blessed and blest; burned and burnt; girded and girt; kneeled and knelt. This law, obeyed by children, by illiterate though intelligent people, and by foreigners who are learning English, may soon allow the child to say, uncorrected, 'I rided with my uncle,' and 'I runned down hill.'"



CLEOPATRA.
Duotone by Gatchel & Manning, Philadelphia.

Dr. Townsend also says: "Bad, good, though irregular in many of the most finished languages, will ultimately adopt the regular formations." This must mean that at some time we shall say regularly badder and baddest instead of worse and worst, and gooder and goodest instead of better and best. But, if this is ever to be, who knows how many centuries hence? The Oxford English Dictionary says that badder and baddest were used from the fourteenth to the eighteenth century, and quotes some of the old writers as saying "my badder plight," "of badder consequence," "the baddest man." Thus we see that the change that has actually occurred is the opposite of the one predicted.

One more assertion seems worth quoting: "The normal working of the law of analogous usage warrants the practical rule that English-speaking people should convert as rapidly as possible the irregularities of their tongue into forms which are regular." Such may have been the conviction of its writer, but it is very evidently not expressive of any notable consensus. Just what is meant by the maxim as expressed in the first quotation is not crystal-clear, but we think it means the same as this "practical rule," that our so-called "irregularities" should gradually disappear, and we should soon say rided and runned instead of rode and run. When this change is established we shall have dropped taught and say teached; sang and sung will disappear in favor of singed (unless the other word singed for did singe prevents it); for felt we shall say feeled; and about two hundred more such changes will be made. But will this ever be done?

As yet the tendency in these words to conform to the "maxim" is very elusive. The present writer can not find a trace of it anywhere, although it is many years since the assertion of it was uttered. All the dictionaries now considered authoritative have been published since then, and they have not reduced the number of "irregular" verbs, whatever may have been done in reducing other irregularities. They do record more use of English plurals instead of foreign, as formulas instead of formulæ, indexes in place of indices; but even in this respect the change is by no means complete. The author made a common mistake which supplies the main motive for our reference to dictionaries. Dictionaries are made as records of what is and has been in the language, not of what anybody thinks should be in it. They do not tell explicitly when old words became obsolete, nor when the newer words came into use. Hence, while of course their records do largely influence usage, it could not be true that they reduce the irregularities. A dictionary would not be complete without including all common irregularities of usage at least for some centuries back. In the case of the verbs they simply give the forms that are or have been used, placing first the dominant form, and saying that a form is obsolete when such is the fact.

The Webster's New International Dictionary

says, in its entry of spell, that the preterit and past participle is spelled or spelt, undoubtedly meaning that spelled is more commonly used; but throughout the book spelt is used in the text. This is the only case of such incongruity in the work that is known to the writer. Certainly the record is correct in placing spelled first, and the choice of the other is simply personal with the editor; and this choice enforces the fact that the matter is really subject to whim, caprice, or whatever such idiosyncrasy may be called. One of the most popular girl characters in recent fiction says, as it is printed, "I know by experience that it's very unpleasant to have one's name spelled wrong, and I suppose it must be even worse to have it pronounced wrong."

There is only one reason for the appearance of such alternative forms in dictionaries, and it is found in the fact of variance by equally good writers. In all cases where two forms of a word are equally good, the writer should make the choice, or it should be distinctly understood if the proofreader is to decide.

GOOD AIR INSIDE.

Our supply of good pure air comes from God's outdoors. In the fields and parks, out in the open, almost anywhere, except in the very crowded places of our great cities, the air is good.

It is indoors, under roofs and inside of walls, where human beings are crowded together, that the air becomes dirty, foul and dangerous. And because we do not at once realize the presence of bad air in our homes and workplaces, and because its ill effects are not at once noticeable, most of us who lead indoor lives are poisoning ourselves every day with dirty air. Especially is this true now that the cool weather is here and we are inclined to keep the windows closed.

Nothing is of more importance than that we should have plenty of fresh, pure air indoors. We do not need an indoor temperature of 70°, although most people think that nothing less will do. As a matter of fact, a temperature of 68° is much better. So, if the room be heated to 70°, we can well afford to have the windows open and let in fresh air enough to bring the temperature down to around 68°, at which point it should be kept.

Another important point as to indoor air is that as a rule, it is too dry. And this, together with its usually impure condition, causes sickness and death. The admission of a plentiful supply of outdoor air tends to increase the amount of moisture in the room air and makes it more healthful.

And, finally, do not forget what we have said before in these columns, that the biggest bedroom ever built is not big enough for even one person to sleep in with the windows closed.—*Chicago Department of Health.*

THEY REFORM SPELLING EVEN IN BOSTON.

For half a century or more the Boston *Traveler* spelled its name with two l's. Lately, one of them has been dropped. Now let the Cincinnati *Enquirer* and the Philadelphia *Inquirer* get together.—*Atchison (Kan.) Globe.*

Written for THE INLAND PRINTER.

THE DAWN OF A NEW DAY.

BY EMPLOYER.

AT the Second International Cost Congress in St. Louis last October there was taken, I believe, the most important action yet recorded in the history of employing printers' organizations. That action was the passing of a resolution looking to the amalgamation of all employing printers' organizations into one large and powerful international body.

It is true that an international organization is not a new thing, yet it is equally true that the inspiration which brought about this move in the congress came from an entirely different source than that which brought about the former movement.

Ben Franklin Clubs have been forming in the different cities, and these associations, through a vigorous campaign of education, have builded a natural and logical foundation for a healthy international body of employing printers. The new demand for an international organization is not based on a desire for the destruction of any other body of printers, either employers, or employees, but upon the recognized need for a world-wide coöperation in the correction of trade evils.

Through the work of the Ben Franklin Clubs intelligent employing printers have discovered that the real and threatening enemy of the business is ignorance of cost of production. The thing to accomplish, then, is the education of the trades' membership, and this can be done only through organization. But the great drawback to the forming of a new body is the existence of several other employing printers' organizations. Therefore, it has been suggested that all of the organizations now in existence be amalgamated on broad lines, with the education of its membership, and coöperation, as the basic principles of the new association. If this can not be brought about, an International Ben Franklin Association, cementing the Ben Franklin Clubs of North America, will be the natural sequence.

For two important reasons, I hope the amalgamation idea will be successful. The first reason is, that it is the shortest road to success, and the second, that the successful establishment of a new organization composed of the different bodies now in existence would prove to the trade that the spirit of toleration and conciliation was in the saddle and that out of this spirit would finally come the greatest trade organization in America.

Among trades unions the International Typo-

graphical Union is second to none in the country. Is there any reason why employing printers should not keep pace with their employees and stand at the head of employers' trade associations? The opportunity is here, and the necessity is clear. Shall we be able to measure up to the requirements? After we have unanimously decided that organization will bring education, are we willing to be organized on the principle that education will also be of benefit to our employees? Here is the crux. It will be the determining factor in the final success or failure of amalgamation.

I have every hope that a new day is about to dawn in the printing trade. I see, in the distance perhaps, two bodies of the most intelligent men in America — one representing employing printers and the other representing journeymen printers. They have discarded the old weapons of warfare — the lockout and the strike. Disarmament has been declared and all differences of opinion between the two bodies are settled either by amicable agreement or arbitration. The strike is a thing of the past, and the two organizations have joined hands in an effort to place the trade in the position it rightfully should occupy — the most important industry in all the land.

Even now the groundwork is laid. On the one hand employers are establishing classes for the study of costs and the better conduct of their businesses, and, on the other, the International Typographical Union has in full swing a school for the development of artistic talent in printers and for the teaching of correct principles of typography; and this course is offered to all printers and apprentices both in and out of the organization.

With these progressive movements going on within the trade, there is every reason to believe that the printing industry is about to come into its own and that its standing in the financial world will be as good as that of any other business on earth, with the resultant benefit to every one concerned.

MARVELS OF THE TELEPHONE.

The *Electrical Review* thus describes the minute electric current required in transmitting speech:

"The peculiar electric telephone current is perhaps the quickest, feeblest and most elusive force in the world. It is so amazing a thing that any description of it seems irrational. It is as gentle as the touch of a baby sunbeam and as swift as the lightning flash. It is so small that the electric current of a single incandescent lamp is greater — five hundred million times. Cool a spoonful of hot water just one degree and the energy set free by the cooling will operate a telephone for ten thousand years. Catch the falling teardrop of a child and there will be sufficient water power to carry a spoken message from one city to another. Such is the tiny genie of the wire that had to be protected and trained into obedience."

HOW EDITORS GET RICH.

It is not good policy to give business secrets away, but as many people wonder how editors get rich so quick, we give out the following information, remarks the editor of the Paxton (Ill.) *Register*, hoping that every one of our readers will not take advantage of this and engage in the newspaper business:

"A fellow terming himself 'Ganderbone's Forecast,' located at St. Louis, offers to furnish us a lot of poetry and other silly stuff, if we will only run an advertisement in the *Register* each week.

"A fellow out West wants us to run a lot of advertising for him for nothing, and if it brings results he may become a customer.

"A gun firm wants us to run $19 worth of advertising and then send it $10 in exchange for a shotgun. Such a gun would retail at about $6. For running $17 worth of locals we can get a $1 magazine telling us how to do dressmaking at home. By running $50 worth of advertising and sending $25 to an Atlantic City firm we will be given a deed to a lot. When the tide is in the lot stands six feet under water.

"A Kansas real-estate firm will give us a deed to a lot 22 by 60 feet for $40 worth of advertising and $25 cash. We wrote a fellow who knew of the lots offered and he replied that they had no cash value, but a trading value of about $5.

"If we can run a column write-up of a doings to be held in North Dakota this fall, amounting to about $7, we will be sent two $1 tickets. Our railroad fare up there and back, for two, would be about $60. We can have almost any Chicago daily paper sent us free. The subscription rate is only $4, but all we have to do is to run $36 worth of locals.

"For $40 worth of advertising and $25 cash we can own a bicycle. The wheel sells at just $12. About one dozen firms are wanting to give us shares in gold mines for advertising. A nursery firm will send us a 25-cent rosebush for only $5 worth of advertising. For running a six-inch advertisement for one year we get a gross of pills." — *Centreville (Mich.) Observer.*

STRIKE ON LONDON TIMES.

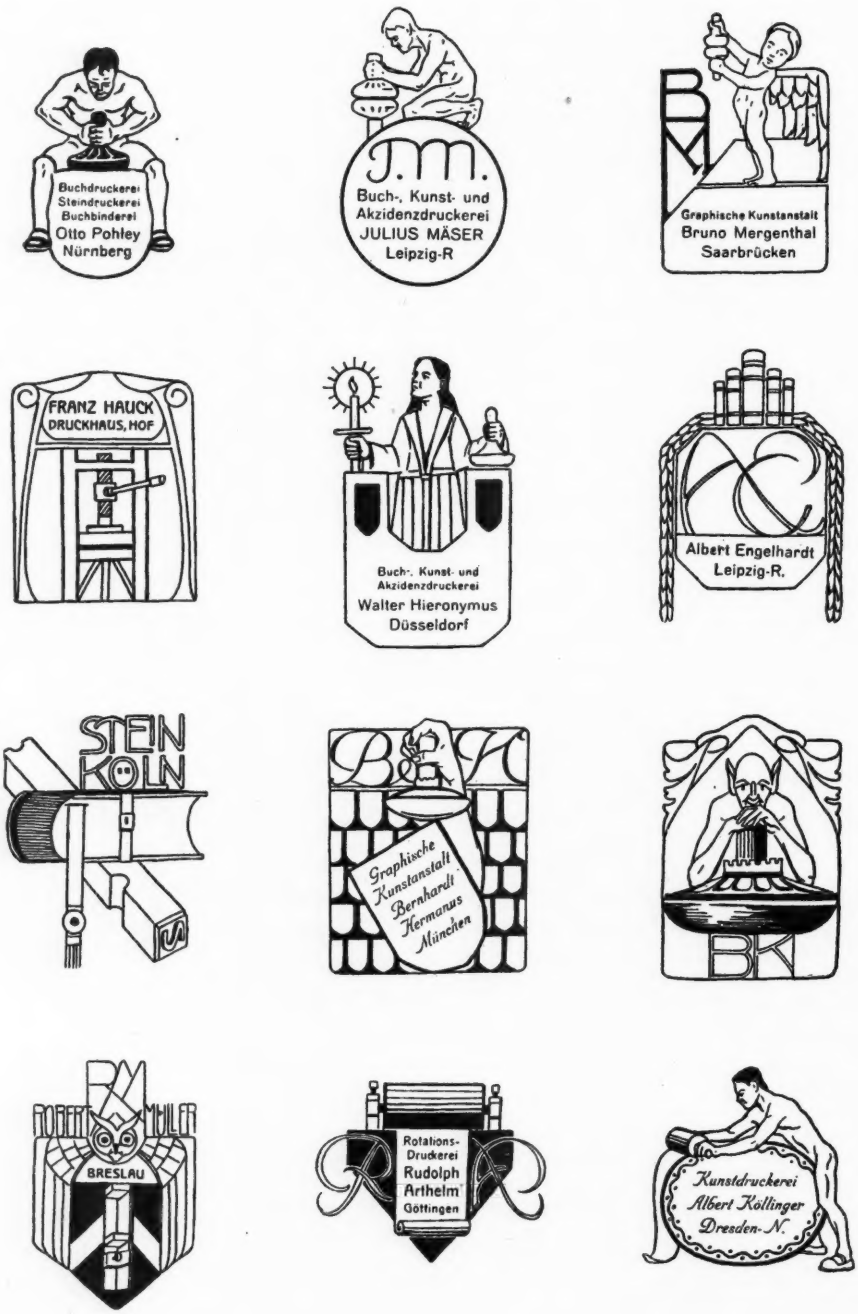
The London *Times*, which habitually reprints from its issue of the corresponding day one hundred years ago, recently reproduced the account of its case against pressmen and compositors who had been indicted "for combining and conspiring together maliciously to injure their masters and employers by quitting their work on account of their demands for an increase of wages not being acceded to." That was in October of the year 1810.

The evidence against the strikers was intended to prove that they had attempted to prevent others from working at the accustomed prices. The prosecution addressed the jury thus: "The gentlemen of the jury must know that the *Times* is a diurnal newspaper, and that an incalculable injury might be done to the establishment by the workmen refusing to work for a single night."

The jury returned a verdict of guilty against all the defendants — twenty-one persons — though it recommended mercy for eleven of them.

THE FATAL DOUBLE MEANING.

A German author advertises: "The manuscripts of two novels were stolen from my residence. I pray that these stolen things be returned to me."



PRINTERS' MARKS.

Reproduced from *Typographische Jahrbücher*. Drawn by R. Köckritz, foreman, Printers' Technical School, Leipsic.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

ELLICK'S NEW YORK LECTURE.

To the Editor: NEW YORK, December 6, 1910.

On Thursday, December 1, at 8 P.M., in the rooms of the Merchants' Association, the employing printers of New York — a goodly number of them — were treated to one of the most interesting and instructive talks on cost-finding I think they ever heard. And I don't see much chance of their ever hearing a better, for the one given by Mr. Ellick, which I had previously heard at St. Louis, seems to cover the ground so thoroughly, to consider so carefully the most minute difficulty that the average printer may encounter, it does not seem possible that any others can surpass him or find or make "new fields to conquer" in this direction at least.

When I say the meeting was splendidly attended, I mean just that — even for New York printers. I have but two regrets to voice — and those, I think, will be shared by every one present. The first is that Mr. Alfred did not accept the offer he said was made him to hold it in Madison Square Garden (where some six thousand can be seated); and the second that the other 1,500 printers of New York did not attend and each bring a couple of alleged friends picked out from among electrotypers, paper-dealers, press-builders and supplymen generally. However, all who did come could not find seats and the crowd around the doors and in the lobby was a flattering evidence of interest.

Mr. Ellick let in the light on many foolish practices, but the most significant of his adjurations was "For God's sake why don't you all get together and by concerted action do something?" He referred particularly to the establishment of cost systems in this. But the same cry may well go out to the entire printing trade, to employing printers in the various organizations that are paralleling each other's efforts, to the employees, to the machinery men, to the binders, to the photoengravers, to the paper-dealers, to the supplymen.

Let us all get together and do something in unison for the establishment of the printing trade on business methods.

D. W. GREGORY,
Secretary Printers' League of America.

COMPETITION AND COST ACCOUNTING.

To the Editor: WELLSVILLE, OHIO, November 11, 1910.

The letter from a Western job-printer regarding the "Whipsaw at Work," in the November INLAND PRINTER, reminds me of some similar instances I have met in my work.

In one instance, a local clothing merchant asked prices on two thousand hand-bills, 18 by 24 inches. The greater part of the composition was eight-point linotype work, with two-line prices set in by hand after cutting the slugs. I quoted a price of $16.50 for the job, and thought I was almost too low. He said, "Mr. So-and-So (naming the publisher of a newspaper in a neighboring town) will do that for $9." I informed the customer that I was somewhat in doubt as to the truth of his assertion, but if he could get it at that price in that shop it would be to his advantage to do so. A few days later, as I was passing his establishment, this clothing merchant called me in, showed me the work, and also the bill for the same; and the bill was for $9. Now, how could the man in the other town doing the work, so far as composition was concerned, in the same manner we would, do it at that price, and even pay cost of labor and material used in the job?

Another instance of the same nature. A man asked me for prices on a job which took thirty-six thousand ems of nonpareil linotype composition. The matter was to be set fifteen picas wide, solid, and printed on narrow strips of paper; all these to be pasted together, folded accordeon fold, and a cover put on. There were to be two thousand of them. I quoted a price of $24, while a competitor, who had to set the matter by hand, took the job and turned it out for $10.

Now, how, in the name of common sense, could these people do the work at such prices? Did they lose money on the jobs? Don't they know what it is worth to do work? And it is my belief that both of these persons are members of some association which is supposed to have a system of estimating costs. If another printer from a distance should get into conversation with them, he would hear a great deal about "cut-throat competition."

It seems to me that if some of these alleged "master printers" who are complaining about "cut-throat competition" would do a little investigating, they would perhaps find that a part of their troubles at least is due to their own methods of "estimating," more properly called guessing at, what work is worth. AN OHIO PRINTER.

THE COST AGITATION AND CO-OPERATION.

To the Editor: MINNEAPOLIS, MINN., Nov. 29, 1910.

In your November issue I note among your correspondence a letter from some one who is evidently afraid to be known, as he writes over the pseudonym "Nick-o'-the-West," who seems to have found something to knock in the movement called "cost-finding," and also in the fact that nearly five hundred printers from all parts of the world found it expedient to meet as the Second International Cost Congress at St. Louis in the first days of October.

I take exception to the tone in which it is written and want to make a few points along the line of what he calls the "tendency."

He says that very little good resulted from all this hullabaloo in Chicago. But he admits that there are some shops there who operate cost systems correctly and follow the dictations of the "tracer." In this statement he admits that there has been some result, and I dare say, a great deal more than he suspects. He is prejudiced against the men who have advocated "system" first, last and all the time, because they have attracted wide attention. He sneers at the seriousness with which they and others follow up the movement, and try to convert the "tendency" into an established habit. He clamors for "coöperation" and says that is the solution.

But right here I want to give a little advice, which, although free, is valuable, and that is: Do not condemn any movement until you know something about it. And since our correspondent desires coöperation, the way to attain

that worthy object would seem plain, that is, coöperate. In order to get coöperation we must have something to coöperate about. This is exactly what the "movement" is. All the live, up-to-date, thinking printers are trying to ascertain the cost of production in their individual plants, and when this has been done all of those who have brains enough to see the results as they really are will try to make their competitors and fellow printers see these facts.

This is what is termed hullabaloo and "tendency." Your correspondent states it is as hard or harder now to get jobs on competitive bids than before the movement began. That is true, but by no means discouraging, for the firms that are now competing for such work almost invariably quote prices at least twenty-five per cent higher than three or four years ago — also a result of the hullalaboo.

In conclusion, I wish to say that true coöperation between printers can only be reached by way of a thorough knowledge of costs, and interchange of ideas and experience is the only way a printer can become familiar with all phases of the game within a lifetime.

In Minneapolis as in Chicago you will find printers who have cost systems, but either do not use them or do not follow the dictations of the "tracer." But nothwithstanding that fact the trade is in better shape than it has been for several years, and we hope for more results in the near future. I was one of those who were out to the cost congress at St. Louis, and I want to say that nothing could have so stimulated my interest in the endeavors of Ben Franklinites all over the country as did this congress.

Yours for future system and CO-OPERATION.

THAT ONE GREAT ORGANIZATION.

To the Editor: NEW YORK, November 29, 1910.

The article "Unity in Organization," published in the November INLAND PRINTER seems to have caused some members of the Typothetæ to think that the writer was opposed to their organization, but nothing is further from the fact.

The question, however, of forming one great organization can not come from any existing body, as it is evident that no body now organized has struck the key-note to a universal getting together.

Now, we might as well talk plainly and common sense. Various gatherings of employers have come together for certain objects as, for instance, the Typothetæ came together to resist aggressiveness on the part of the unions; the boards of trade for the upbuilding of prices which were causing the sheriff to call around frequently at our confrères' places of business; the Franklin and the Master Printers' Associations for the general uplift that coöperation always carries with it; the Printers' League was born out of the desire to continue uninterruptedly our business which, heretofore, had been hampered and harassed by strikes and bad feeling between employer and employee, and to engender that peace and unanimity of action which should exist under the democratic government of which we are a part, and to endeavor to cease throwing away our resources fighting each other and conserve our forces for mutual benefit.

Here we see that there are numerous interests in which not one of the individual members could become cemented together, but every one of which must come under the supervision and at least partial jurisdiction of the one great organization.

The question arises as to how to accomplish the result with interests so diversified.

The Typothetæ member will see a danger in entering an organization with the Printers' League, which advocates diametrically opposite views, and the reverse may be said of the Printers' League member; likewise the board of trade member will not be thought well of by the "man who wants to run his own business."

Now, why not, without considering these diversified conditions and throwing out the points upon which we disagree, get together one great organization upon the points where we agree, allowing the existing organizations to become subsidiaries for the purpose of running their pet schemes of union, nonunion, price-making or nonprice-making sections in such manner as they see fit, and the main organization take the cost, insurance, employers' liability, credits and the many other matters where we must be a unit in interest and in thought; in the meantime there should be no friction on the points where we disagree, but talk over these matters while we are assembled together and see which is accomplishing the best results and making converts accordingly.

Why should we stamp our disapproval upon an employer because he sees fit to run a nonunion or open shop, or why should he do the same because we run a union shop. That is merely a question of management, and no amount of argument will make either one think differently, and if it should, then let it be done amicably one with another.

It would be well if your valued journal would throw its columns open for suggestions upon the greatly desired object of one great national organization, and no doubt the committee appointed by the Cost Commission will eagerly scan the columns for a feasible plan to get together some ten to twenty thousand employers, of whom there are at least thirty thousand in the United States.

One thing above all, let us be broad-minded and let our actions be so broad and so full of interest that the immense business of printing may be so conserved that a printer worth sufficient to retire on in his old age may not be an unrecognized quantity.

Yours for one great organization,

CHARLES FRANCIS.

[THE INLAND PRINTER is ready — has always been ready — to give its columns for the discussion of the problems of the printing trade. It has no prejudices for or against any of the interests that are working out what seems to them what is best for themselves. The measures which any of these interests adopt to achieve their ends are, however, based on certain economic principles. The laws of economics change as the conditions of doing business change, and what might have been sound economics in one age may be unsound economics in another. Only by careful and dispassionate analysis is it possible to lay down procedures that will bring peace and prosperity to employer and workman. The principle of identity of interest in the printing trade THE INLAND PRINTER believes to be a sound one, affecting both workman and employer. The proposition is open to discussion. Is it true or is it untrue? Let it be discussed.— EDITOR.]

"PUNCTUATION AND CAPITALIZATION" AND ITS REVIEW.

To the Editor: NEW YORK, November 25, 1910.

Only just now have I read the "review" of my little book, "Punctuation and Capitalization" (price 50 cents), by F. Horace Teall, author of "Punctuation" (price $1). Mr. Teall says my book is not worth 5 cents. Had he shown wherein it was worthless I would not complain, but I am constrained to believe he writes ill of my book simply because of some slight criticism it makes of some of his

own work. I remember that Teall once said that Henry R. Boss, that lamented and eminently scholarly reader, did not know anything; also he intimated that the Chicago Society of Proofreaders was suffering from something very like brain fever when it put out its "Style-book." Therefore, like the members of the Ananias Club, I suffer in good company.

But I would not complain, Mr. Editor, if Mr. Teall's review had been fair, nor indeed if it had been really a review. In a careful reading I find but two complaints he makes. One that what I say is known to everybody. (Does he want me to invent original things about the points?) The other is a criticism of me for calling the hyphen a punctuation-mark, which I did not do. He then argues to his own satisfaction that the hyphen is not a point. In this he differs from the Standard Dictionary and from the typefounders, who put up hyphens as points, which everybody but Mr. Teall knows they are.

I am constrained to believe, Mr. Editor, though I regret to say it, that Mr. Teall's strictures on my book are partly from jealousy, because I give more real and up-to-date information for 50 cents than he gives for $1; and partly because in my booklet I criticize him for making such divisions as ne-cessary and cruci-gerous.

Had Mr. Teall really wished to review my little book in a kindly way, as he says, he might have stated the following, even if the book was "not worth 5 cents."

1. It is the only book on punctuation and capitalization that is up to date in including in its rules fine points of usage not recognized by other books.

2. It is the only book which gives rules and illustrations not only to inform but to help the reader think, and assist him in solving doubtful points.

3. It is the only book that recognizes progress or fashion in the use of points and capitals.

4. It quotes liberally from other books on punctuation.

5. It includes a long list of words of doubtful capitalization for ready reference — the only such list I have ever seen.

6. It gives information as to how prefixes and suffixes are formed, and when these call for a hyphen.

7. It indicates the more common abbreviations and their proper forms.

8. It gives instruction as to common and proper nouns.

9. It includes hints to typewritists, and many other useful but less original features.

In conclusion, Mr. Editor, let me say that the book had the benefit of revision and advice by a dictionary editor of twenty years' experience: I refer to my brother, W. R. Cochrane, of the Century, Standard and Worcester Dictionaries.

Finally, the bulk of the matter in the book appeared fifteen years ago in Lockwood's "Bookmaker." There it attracted the notice of Mr. Theodore L. DeVinne, who personally complimented me upon it, and a few months later wrote to the Executive Committee of the Typothetæ of New York that I was "a good printer and a good writer."

CHARLES H. COCHRANE.

THE FUTURE OF THE COMPOSITOR.

To the Editor: NEW YORK, N. Y., November 29, 1910.

It has long been the favorite occupation of armchair philosophers to point out to workmen the futility of the struggle they make against the introduction of labor-saving machinery. These gentry, whose means of livelihood no machine has yet threatened, are, of course, not able to understand why mechanics do not view with broader minds all inventions that will reduce labor and increase production. To the actual sufferers from the introduction of labor-saving machines the matter appears in a much different light. They imagine — and this to a certain extent is true — that their only means of support is in danger of being swept away, and consequently endeavor to postpone as long as possible what seems to them to be a death sentence.

It was this quite natural fear that in 1816 drove the starving working people of England to riotous meetings that culminated the following year in the hanging at Leicester of seven members of the Liddette Society for destroying labor-saving machinery. That this foolish struggle continues even to the present day is shown by the strike in the printing industry in New York some time ago against the introduction of automatic feeders on cylinder presses.

Of course, such struggles as these are as stupid as they are hopeless, for no body of men can do more than temporarily postpone the use of any machine, but it is only by educating the workmen that they can be avoided.

It should be a matter of pride with union compositors that the advent of composing machines was not opposed by their organization, although some animosity was shown by individuals. Previous to 1890, no artisan felt so secure in his occupation as the compositor. Surely here was a field that no machine could invade. In a typesetting contest in 1891, when the first rumors of the "iron compositor" were in the air, the writer watched a noted "swift" set 1,500 ems an hour of solid nonpareil, and the thought came unbidden that no machine could equal either the speed or precision of his movements. Shortly afterward, however, printers were called upon to ridicule the old square-base Linotype because it had only ninety characters and could handle but one measure and thickness of slug. They were then quite sure that such a machine would never be successful. But as the Linotype was improved, and its ability to handle italic, small caps and boldface was demonstrated, when it was found that its output was equal to that of five or six compositors, then printers were reluctantly compelled to admit that the newspaper compositor's occupation was gone. The ad.-room, the book and job office, were, however, considered fields that no composing machine could invade.

How mistaken this view was is shown by the introduction of the Monotype. The book-compositor's trade will soon be numbered — if it is not already — among such obsolete occupations as making shoes by hand and wood engraving. There are still a few shoes made by hand, an occasional wood engraver still plies his craft, a few books as well as an occasional magazine continues to be set by hand, but to all intents and purposes the book-compositor is no more. Furthermore, the Monotype has reduced the field of the job-compositor, as well as that of the newspaper ad.-man, to very narrow limits, and has even seriously threatened the typefoundry industry.

With such a gloomy outlook as the foregoing, about the only grain of comfort the union compositor can extract is the fact that the wise attitude assumed by his organization at the introduction of the Linotype has resulted in the majority of the operators of that machine being members of the International Typographical Union. In this connection there was published some time ago some very interesting statistics regarding the number of Linotypes and Monotypes in operation in union offices. The figures in this report — which appeared in the *Typographical Journal* — are no doubt correct, and show that ninety per cent of the Linotypes are in union offices and only thirty per cent of the Monotypes. This report also states that the number of

machine operators has largely increased since the previous report as well as the percentage of nonunion operators.

Forecasts of the future are notoriously unreliable, but all signs point to the fact that the International Typographical Union will not be able to much longer maintain jurisdiction over composing machines, and, bearing in mind the disastrous typefounders' strike of a few years ago, it does not seem desirable that it should. The incorporation of allied trades with the International Typographical Union has always been a source of weakness in the past, and machine operators can no longer be classed as compositors. As proof of this may be cited the fact that the Linotype company lays great stress on the statement that the Linotype is a one-man machine, but this is only true in one-machine plants, and because of the skill required at the keyboard, together with the knowledge of machinery, machinist-operators always command the highest wages. This method of combining in one man a trained mechanic and a skilled keyboard operator is necessary in small shops, but has proven to be economically unsound where a battery of machines is employed; hence in larger offices the linotype operator is a mere automaton with no opportunity to display either taste or judgment. Judged by modern economic laws, neither his skill nor his knowledge warrants him receiving the wages he does, and no artificial aids of a labor union — such as restricting the opportunities of learning to operate machines, etc. — can long maintain his position.

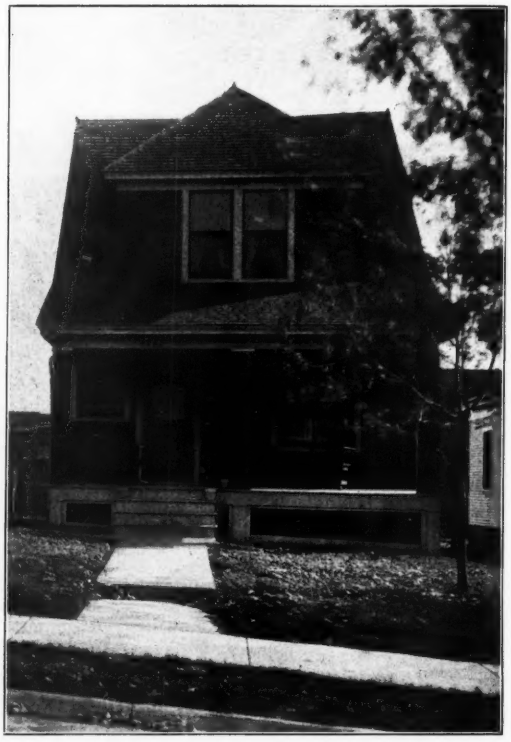
The tendency of all composing machines is toward greater simplicity, which, of course, means cheaper labor and greater economy. A demonstration of this fact is the typewriter keyboard of the Monotype, which can be operated by a girl typewriter just as well as a compositor. Since it has the same arrangement of keys as a standard typewriter, any girl who can operate a typewriter can master its few mechanical details in a day or two, in fact, "set type" from the start. Except for the difference in the key arrangement, this is also true of the Linotype. As nowadays nearly all copy is typewritten, the machine operator is not called upon to be familiar with those fine points of the hand-compositor's trade, such as orthography, punctuation, etc. Thus every thinking man must admit that the operation of composing machines is fast becoming a separate trade, and but slightly allied to that of the compositor. Of course, any knowledge of the compositor's occupation is of slight value to a composing-machine machinist.

The only part of the compositor's trade that is not threatened by composing machines is make-up, imposition and display; and it is along these lines that the compositor must try to perfect himself if he wishes to attain success. He should be as skilful with the brush and T-square as the commercial artist, and with his knowledge of type, papers, inks, etc., there is a brighter future before him than is possessed by the composing-machine operator.

That the International Typographical Union has foreseen that here lies the development of the compositor is proven by the establishment of the correspondence course of instruction in printing, and the success it has met with proves that compositors realize that the best paid occupation in the future will be that where the highest degree of taste and judgment is required, rather than mere mechanical dexterity.

The truth of the foregoing will be vouched for by any composing-room foreman. He will tell you that machine operators are becoming more plentiful every day, but the good job-compositor, as well as the able newspaper ad.-man, are becoming exceedingly scarce and their wages are continually rising. Go into the composing-room of any large concern and you will find that he is indeed a poor job-compositor who does not command more than the union scale. If these same job-compositors were equipped with that knowledge, that taste and judgment which a course in the International Typographical Union school of instruction would give them, is there the slightest doubt that they would be able to procure much larger salaries than are paid to machine operators? The reason for this is not difficult to understand. Under modern industrial conditions, mechanical skill, no matter how highly developed, can only command a certain wage. Judgment and taste, however, are "pearls of great price" that are not to be measured by the cost per hour or per thousand ems. Therefore, let the compositor without imagination, who is satisfied with daily routine, master the operation of composing machines. The ambitious compositor, however, the one who has hitched his wagon to a star, will direct his way along the lines of least resistance and endeavor to familiarize himself with those broad principles which underlie the printing industry and which the International Typographical Union course of instruction has placed at his hand. It is not given to all of us to reach places of preferment — we can not all be foremen, superintendents, employers, etc.— but the compositor who has thoroughly mastered this course has taken a long step toward placing himself in an executive position of some kind.

"BIG SIX."



A PRINTER'S HOME.
Residence of Herman O. Waters, linotype operator, Kansas City, Missouri.

INKLESS PRINTING.

On her fair lips he printed a kiss,
Which fairly delighted the publisher's miss;
Said she: "Dear, please print some more;
In fact, let us have editions galore!"

— *Town Topics.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

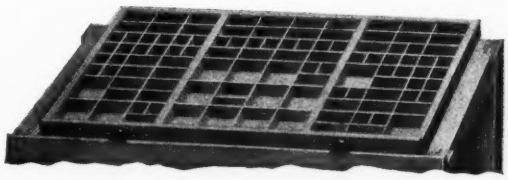
BY OUR SPECIAL CORRESPONDENT.

GERMANY.

AFTER a strike lasting five weeks, the lithographers of Würzburg obtained an increase in wage, with a prospect of a further increase.

THE German Book Trades Museum, at Leipsic, during the month of November, held a special exhibition of printers' devices, both ancient and modern.

THE proprietor of a small printing-office, writing to a German trade-journal, claims that his system of cost accounting developed the fact that forty per cent of the compositors' time was chargeable to distribution; that the old estimate of twenty-five per cent was, therefore, much too low.



THE GERMAN TYPE-CASE.

THE Verband der Deutschen Buchdrucker (the German Printers' National Union), in its audit sheets of September 30, shows that it has assets of the value of 8,007,954 marks ($1,905,893). The paying membership rose in twelve months from 60,471 to 62,082. During the months of July, August and September 790 invalids were taken care of.

THE collection of book-plates gathered by Heinrich Eduard Stiebel, of Frankfurt a. M., was placed on sale at auction, at Leipsic, on November 21 to 26. It consisted of some twenty thousand specimens and was the second in size of German *ex-libris* collections. In the number of rare and valuable copies it was scarcely surpassed by any other.

IT may be interesting to note that even as early as 1797 an effort was made to legally supplant the common German letters *(Fraktur)* by the Roman forms *(Antiqua)*. The Prussian Minister Graf von Alversleben at that time drafted a law adopting the Roman as the official character, but because of the death of King Friedrich Wilhelm II. it did not become effective.

"WASCHZETTEL" ("washlist") is the somewhat contemptuous appellation given in German book-publishing circles to the descriptive slip which accompanies books when sent to editors and critics. This slip furnishes the book-reviewer concise information concerning the purport, contents and value of the new work. It assists hurried editors, who very often reprint this publisher's review or extracts from it.

A STUTTGART correspondent notices from an extended term of observation that, in the search for apprentice positions in printing-offices, none of the boys appear to want to become compositors, all preferring the pressroom. Whether this is due to a fear of the composing machines, the requirement of greater literary knowledge, or if the title "*Maschinenmeister*" (master of machines) is more attractive, or for any other reason, one has not been able so far to discover.

A GERMAN printers' furniture manufacturer advertises a compositor's stool having legs of iron, to which is attached a footrest which may be folded back out of the way. The illustration showing it is presented to also show the work-garment worn by German printers, which may seem peculiar — and perhaps objectionable — to American craftsmen. The other illustration gives a direct view of the case out of which the Germans set type.

MANY Europeans have the post-card habit so firmly ingrained that every more or less important event is cause for the mailing of great quantities of cards. Producers have, therefore, been intent upon putting on the market as speedily as possible views appertaining to such events. For instance, there was an unusual flood at Nuremberg in 1909. It reached its crest one morning; the same afternoon post-cards depicting the scene were on sale. The Gordon Bennett air-ship flights in Zurich, Switzerland, gave occasion to even quicker production. To further augment celerity in this respect, a firm in Stuttgart (Th. Busam & Co.) has devised an apparatus, called the "Thebugraph," by means of which, at celebrations, festivals, maneuvers, accidents, catastrophes, etc., within from one-half to one hour eight hundred bromo-silver view-cards may be produced and sold on the spot. It is fed with rolls of sensitized paper fifty meters in length, each sufficing for 320 cards. The strip passes successively under the negative and the developing and fixing solutions. Artificial light may be used. The rolls emerge half dry and are then cut into lengths of twenty cards each and hung up to dry — in case they are not sold as they emerge, to an impatiently waiting public. The apparatus will also print descriptive lines on the cards, and can be run by a small electric motor.



A GERMAN IDEA.— A STOOL WITH IRON LEGS AND A FOOT-REST.

TWO physicians, Doctors Schrumpf and Zobel, believe they have discovered a new malady among printers — that of antimony-poisoning. As is reported, they had noticed how few cases of the supposedly very prevalent lead-poisoning had shown themselves among the compositors of a large office. On the other hand, other symptoms had

developed in a large number of employees, principally evidenced in complaints over nervousness, insomnia, dizziness, headache, rheumatic affections of various sorts, tendency to vomit, stomach and bowel disturbances and constipation. Those affected were mostly young people, between fifteen and thirty-five years. Lead-poisoning was first suspected, but closer investigation showed that there was a remarkable decline in the number of white blood corpuscles, and that this was due to antimony-poisoning. About twenty per cent of the compositors were subject to it. None over forty-two years old had as yet been found affected by it. It would thus appear that a gradual immunity from the poison develops, as is the case with alcohol, tobacco, morphine, etc. The disease generally has an easy course. Abstaining from work from two to three weeks, a large consumption of milk, and a generous movement in fresh air, usually suffice to drive the malady off.

A PRINTER in Berlin has invented and patented a new style of decoration, resembling marble, and which recalls to one the "Chaostype" of some years past. A zinc or



PRINTING-PLATE MADE BY THE "CROCO" PROCESS.

glass plate is covered with a specially prepared lacquer and dried under warmth. Through the influence of the heat the coating shrinks and breaks into irregular figures, as will be seen in the accompanying illustration. The plate is then put into the etching bath, which only attacks the lines made by the breaks. By repeated etching some of the lines may be made wider. After etching the plate the lacquer is washed off and the plate is ready to print. Such designs, being difficult to counterfeit, recommend themselves for backgrounds for notes, checks, etc. Further information may be had from Philipp Wilhelm, Dennewitzstrasse 22, Berlin, W., 57.

SWEDEN.

THE customs authorities at Stockholm recently held up a shipment of some twenty-six thousand post-cards, coming from Germany, because they did not bear any notation giving their place of origin, such omission being a contravention of Swedish laws. The cards are of the congratulatory style and bear the Swedish words, "*Jag gratulerar*," and if not sold in Sweden will be total loss to the producers.

A FEW months ago there was a general labor strike in Sweden, in which the printers joined sympathetically. Since its ending a number of proprietors of journals and printing-offices sued the national printers' union, to recover damages resulting from the intermission of their business, basing their suits on that section of the mutually accepted wage-scale which prohibited all cessation of work during controversies. The city court of Stockholm has just decided that the union could not be held for the damages, as the strike prohibition in the wage-scale had no legal force, having reference only to strikes which might arise from controversies over violations of the scale or over the meaning of its terms and conditions. It, therefore, had no bearing on a sympathy strike. The plaintiffs have now appealed from this decision.

THE Swedish Printing Association, an organization composed of employers, has been split into two sections, one concerning itself with purely technical matters, and the other with economic questions, such as labor. The members of the latter section must give security for a guaranty of 100 crowns ($27.25) for each workman over sixteen years of age. For each of these workmen there is to be paid an admission fee of 2½ crowns (68 cents) and yearly dues of 5 crowns, which, as may be found necessary, may be raised to 10 crowns. Most binding provisions are incorporated in the by-laws which constrain the members to abide by the decisions of the board of directors. According to the constitution, the object of this section is to effect a solid confederation of the printing-trade employers and to maintain their interests as opposed to those of the workmen.

BELGIUM.

A NOVEL sort of microscopic book has been devised by M. R. Goldschmidt, a Belgian savant. He photographs the pages of any book upon a kinometographic film, each page taking the space of but one centimeter. In one hour one can thus microphotograph a work of three hundred pages. When thrown upon a screen, the pages, which may be focused to any desired size, can be easily read. One may thus secure copies of rare books, texts, manuscripts, etc. The first film costs 3 francs; succeeding ones much less.

THE October number of the *Bulletin Officiel*, the organ of the French master printers, appears with a double number of pages, and contains a full list of the exhibitors in the graphic-arts sections of the Brussels Exposition of last summer. The list is a larger one than might be expected, and indicates that there was much to see for the visitors who were interested in printing and the kindred arts. We fail, however, to find in the list a single exhibitor from the United States, though there were 125 exhibitors from the United States in other sections of the exposition. We note that eighteen grand prizes were distributed among these. France had the largest number of exhibitors in all sections, Belgium next and Germany third, Holland fourth and England fifth. As will be remembered, there was a fire on August 14, at nine o'clock in the evening, which destroyed the exhibits in the Belgian and British printing sections and a small part of the French printing exhibits. The wreckage was immediately cleared away, and it is said that in fifteen days the pavilions were rebuilt and fresh exhibits put in place, which showed an enterprising, undaunted spirit in those interested in these sections.

FRANCE.

THE *Bulletin Officiel* of the master printers' syndicate of France, as a supplement to its October number, has issued a handsomely gotten up quarto pamphlet, entitled "*Essai de Chronologie de l'Imprimerie.*" It contains short accounts of the principal innovators in the printing and graphic arts field, together with a concise presentation of the historic facts, pertaining to the subject. The year of birth and death of each inventor is given. In respect to this, we will meet the compiler's wish that desirable improvements be pointed out to him, for a probable second edition. We believe that in historical references, the month

and its day, as well as the year, of any occurrence should be stated, wherever it is possible to do so. This opinion is given not merely to apply to this instance, but to all other cases where dates are stated, especially of births and deaths and other occurrences whose dates are worthy of note. The publication mentioned may be had separately from the publishers of the *Bulletin Officiel*, at 7 Rue Suger, Paris, VI.

BOHEMIA.

AT a special meeting of representative printers and typefounders, held at Prague, on October 23, resolutions were unanimously passed, demanding of the various national and civic officials having authority in the matter, that they refrain from granting concessions for starting printing-offices, (1) to nontechnical persons, or those not practical printers, (2) to associations of various trades and professions, (3) to political parties, (4) without regard to the local needs, and (5) upon dispensation from the showing of proof as to capability. It is hoped by this to stop the many abuses in the granting of concessions. Much complaint was voiced against the practice of slaughter-houses, gas companies, undertaking establishments, etc., running their own printeries.

RUSSIA.

TWO German dailies, the *Berliner Tageblatt* and the *Frankfurter Zeitung*, have been refused admission to Russia. The *Berliner Tageblatt* says, concerning this, that for some time its subscribers in Russia had received their copies only in fragments, because the censors had scissored out all matter which even in the slightest manner referred to the Russian conditions. As this practice had been criticized in the *Tageblatt*, the order prohibiting admission followed.

EGYPT.

FIFTEEN typesetting machines are said to be installed in Egyptian printing-offices.

AT the end of October the printers in the office of Della Rocca, in Alexandria, went out on a strike. After three days the contest was settled in favor of the strikers. The main demands were for recognition of the printers' union, a closed shop, eight-day term of giving notice of discharge, and a reduction of working hours from nine to eight hours daily.

SPAIN.

A TYPEFOUNDRY in Barcelona the past summer offered a series of prizes for the best Spanish jobwork, the aim being to develop original productions. But the contest turned out so unsatisfactory and the inventive genius of the contestants so meager that there could be no thought of awarding any prizes. The money was then given by the typefoundry to the Book Trades Institute of Barcelona, to assist it in the technical training of Spanish compositors.

ENGLAND.

THE London Society of Compositors has voted on the proposition to establish a shorter work-week, to be fifty hours from January 1, 1911, to January 1, 1912, after which it is to be forty-eight hours. The vote stood 6,346 in favor and 1,501 against the move. The society also voted (7,752 for, 1,440 against) to begin a weekly tax of 6 pence (12 cents), to create a strike fund in anticipation of any trouble which may arise over the demand for shorter working time.

ARGENTINE REPUBLIC.

ONE of the leading dailies of Buenos Aires, *La Nacion*, in honor of the independence of the Argentine Republic, issued a special edition which was quite remarkable in size. It contained seven hundred pages, was generously illustrated, and weighed over eight pounds. The matter in the main concerned the political, economic and social conditions of the republic.

HUNGARY.

GUTENBERG-UTCZA is the name just given to a street in Miskolcz. This is the first city in Hungary to honor the master in this manner. The printers of Budapest some time ago petitioned the authorities to give his name to a certain street in that metropolis, but it was not acceded to, under the pretext that the name did sound Magyarish.

ITALY.

THERE is a printing-office in Carmagnola (Piedmont), which, it is claimed, was started in 1498 and has been in continuous operation ever since.

WAGES IN GERMAN LITHOGRAPHIC INDUSTRY.

American letters have been received asking about the wages paid certain classes of workmen employed in the lithographic trade in Germany.

It is exceedingly difficult to obtain an average rate of wages for the classes of workmen in question, as the rates vary in different factories according to the character of work produced. There is no association of the employers in Berlin, but the workmen have a trade union. The following list of wages of lithographers, etc., was furnished me:

Printers, after the first year of their apprenticeship, receive 22.50 marks ($5.36); from that time up to 21 years, 28.75 marks ($6.71); from 21 years to 24 years, 30 marks ($7.14); and after 24 years, 31.25 marks ($7.42) minimum per week. This pay applies from 1910, and the present contracts expire in May, 1911. Lithographers, one year after serving apprenticeship, 21 marks ($5); the average pay in this trade for the different grades is 33 marks ($7.85). Stone printers, first year after apprenticeship, 21 marks ($4.99); average wages per week for all classes, 33 marks ($7.85). Chemigraphs, first year after apprenticeship, 21 marks ($4.99); average for other classes of age, 34 marks ($8.09). Chromoprinters, first year after apprenticeship, 27 marks ($6.42); minimum, 36 marks ($8.56); and average, 40 marks ($9.52) per week. Copper printers, first year after apprenticeship, 24 marks ($5.71); two years after apprenticeship, 30 marks ($7.14); average of all ages and classes, 36 marks ($8.56) per week. All the wages are per week.— *From Consul-General A. M. Thackara, Berlin.*

BLAME FOR PRINTERS' ERRORS SHIFTED TO THE CUSTOMER.

The phrase, "typographical error," has been worked as an excuse without warrant so often that it has become almost a joke. Often, however, it is a practical problem in law and business.

Responsibility for errors in printing is now generally acknowledged to be shifted from the printer to the customer when the customer O. K.'s the proof, unless he O. K.'s with some such words as "O. K. if like copy," or "O. K. with corrections." Nevertheless, many errors are inexcusable. A printer of Hyde Park recently printed a bill of fare. The finished job contains the words: "Tomatoe," "caned salmon," "caned lobster," "poterhouse steak," "scramble eggs," "not responsible for hates, coats, or parsels," etc.

The printer claimed that as the proof had been O. K.'d by the customer he was not responsible. He succeeded in collecting the account by taking 50 cents off the bill.— *Chicago Tribune.*

Written for THE INLAND PRINTER.

SCIENTIFIC COLOR IN PRACTICAL PRINTING.

NO. X.— BY E. C. ANDREWS.

THE UNION OF HUE, VALUE AND CHROMA IN THE COLOR SOLID.

CHROMA, when used in reference to light, means the purity of one wave-length free from all others. In pigments chroma is the quality which distinguishes an intense color from one not so intense. The expression "give me a red that's red" means, as a rule, that the advertiser wishes a red of high chroma. Vermilion, flaming scarlet, Persian orange, emerald green and other lake colors are examples of high chromas. It often happens that it is possible to match the hue of the color on the engraver's proof

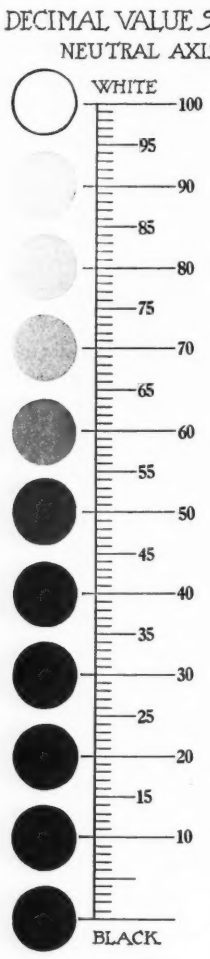


FIG. 27.

with the inks you have on hand, but the mixed color lacks brilliancy. Disregarding the fact that you are using a much cheaper paper than the engraver, which, with normal or transparent inks, dulls the color, the difference is that the engraver always uses the most expensive colors in order to bring out the maximum quality of his plates. These expensive colors invariably are inks of high chromas, and, in order to approximate the engraver's proof, you must use inks ground from the same material although not necessarily as heavy in body. Mixing yellow and blue will give a great variety of greens, but none of them will have the high chroma of emerald or other lake greens. As explained last month the colors of pigments arise from the absorption of light, the distinctive hue being due to the wave-lengths of white light which they do not absorb. Disregarding a possible chemical reaction in the pigments themselves, which always dulls the chroma, the loss of chroma in mixing colors may be summed up as follows: No pigment reflects a single wave-length free from all others, but a number, some of which are quite dissimilar to the predominating color; the larger the number of pigments you use in a mixture the more counteracting wave-lengths you have; the more counteracting wave-lengths present the less chance of obtaining a color of high chroma.

The experiment of mixing yellow and blue by rotation, as explained last month, also illustrates that different colors have different limits as to possible chroma. In the rotation apparatus illustrated in Fig. 25, the complements yellow and purple-blue were so arranged that by mixing the resultant color was a neutral gray which exactly matched the gray obtained by rotating equal parts of white and black. But in order to balance the yellow and purple-blue it was necessary to use a larger proportion of the purple-blue than the yellow as was shown in the illustration.

In the case of the exact colors used in my experiment it required fifty-eight per cent of purple-blue to balance forty-two per cent of yellow. This demonstrates at once that the yellow had a higher chroma than the purple-blue, and as I selected both colors in their common or high intensities it also suggests that blues do not possess the possibility of high chromas found in the yellows. The manner of calculating relative intensities is simple. If forty-two per cent of yellow balances fifty-eight per cent of blue, it is evident that it takes over one-third more of the purple-blue than the yellow to effect neutralization. If we let C equal the chroma of yellow and C′ the chroma of purple-blue we have

$$42\,C = 58\,C'$$

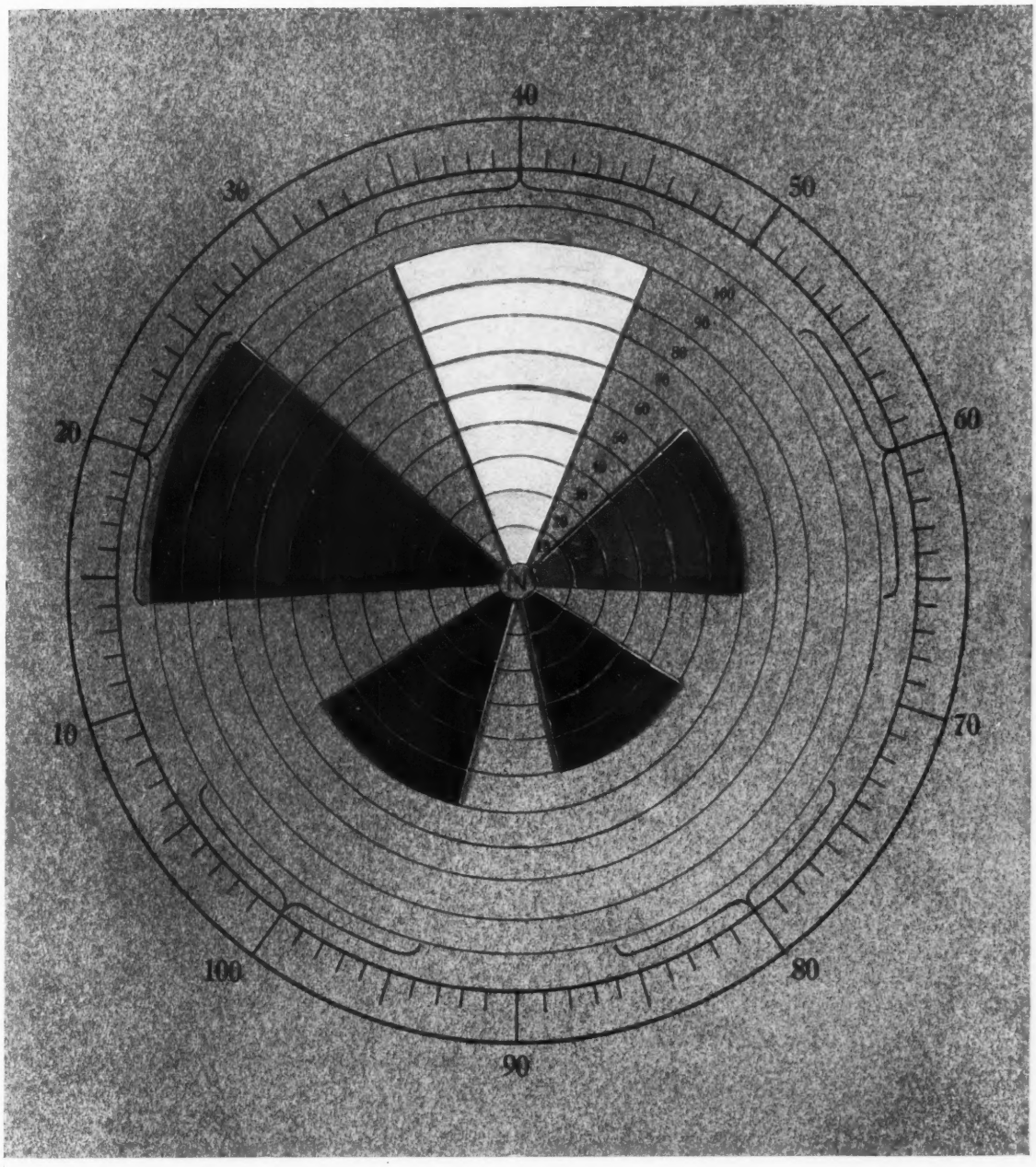
and if we arbitrarily make yellow the standard of chroma or 100 it follows that purple-blue is 72.4.

$$42 \times 100 = 58\,C'$$

$$C' = \frac{4200}{58} \text{ or } 72.4$$

In Plate II are shown five of the ten fundamental colors in various degrees of chroma. The central point (N) is a neutral gray, and as the colors move outward they become higher in chroma; red having a possibility of 100 degrees of chroma, yellow 90, green 60, blue 50 and purple 60. It follows that the intermediates not shown in the plate RP, YR, GY, BG and PB have possibilities of chroma determined by the chromas of their constituent colors. Thus yellow-red has a possibility of a chroma between 90 and 100. Green-yellow about half-way between 60 and 90, or 75, etc.

Plate II also illustrates an exact sequence of hue, based on equidistant hues in the spectrum with the addition of purple which unites the ends of the spectrum and produces a pigment color circuit. The colors in the plate show an increasing area of color, as the chroma increases, so that the difference in chroma may be noticed; but the position of the color in the circuit, its hue, is a single degree or division of the circuit of 100 hues. Thus red occurs at 20, yellow at 40, and yellow-red half-way between, or 30, etc. The exact numbering of the circuit is, of



Copyright 1910 by
E. C. Andrews.

PLATE II.

This plate illustrates five of the fundamental colors of the decimal color circuit, equi-distant in hue. Each color is shown at the value in which it reaches its highest chroma. Red attains its greatest intensity, 100, at a value of 40 and the plate shows ten chromas all of this value. Yellow reaches a chroma of 90 at a value of 80, green a chroma of 60 at a value of 50 and blue and purple, chromas of 50 and 60 respectively at a value of 30.

An increasing area of color toward the circumference of the circle is used so that the steps of chroma may be more readily noticed, but each series is really the chromas of a single degree of each color. According to the dial surrounding the circle the red shown is at 20 in hue and yellow at 40. Yellow red would occur at 30 and the steps between 20 and 30 would be a gradual approach to yellow red in hue. Thus to indicate any possible color the hue or rotation around the circle must be given first, then the value and thirdly the chroma. For example hue 20, value 40, chroma 100. With this arrangement complementary colors are opposite; the complement of red, hue 20, would be hue 70, blue green, a mixture of 60 and 80.

The four color process plates for the above reproduction were made and printed by the Faithorn Company, Engravers, Printers, Stationers, 66-74 Sherman Street, Chicago, Illinois

course, arbitrary. As purple does not occur in the spectrum, and as it fills the gap between the red and violet wave-lengths when we imitate the spectrum in pigments, it seems that the logical starting point in numbering should be where purple begins to take on a reddish hue. With this as a starting point RP occurs at 10, R at 20, YR 30, Y 40, GY 50, G 60, BG 70, B 80, PB 90, P 100.

With five equidistant hues established as shown in Plate II, it is an easy matter to produce the intermediates making the ten fundamental colors of the circuit, and, in most cases, these ten colors serve for the necessary distinctions as to hue. But where a fine discrimination is desired the hue may be called simply by number. Thus hue 25 is a hue half-way between red and yellow-red; hue 21 is nine-tenths red and one-tenth yellow-red, etc. The numbering of the circuit also enables the exact complement of any color to be located by adding or subtracting 50 from the number of the color. For hues from 1 to 50 add; for hues from 51 to 100 subtract. Thus the complement of red (20) is blue-green (70); the complement of hue 21 is hue 71; the complement of hue 80 is hue 30, etc.

It would seem impossible to name and classify every kind and degree of color; but if all colors possess the same three qualities, hue, value and chroma, and if each quality is measured, it follows that any color may be described by these three dimensions. Plate II shows that hue is measured by the distance around, the rotation from the starting point (0 or 100), and chroma is measured by the distance out from the center (N). But what of value? It is measured by the distance up and down, and N in Plate II is the end of the vertical axis of our color solid. Value was taken up in detail in Articles II, III and IV and illustrated in color by means of some of the figures in Plate I. In order to connect the three dimensions of color let us look at the neutral axis shown in Plate II (N) from the front instead of the top, Fig. 27. Each of these neutral black and white grays was tested by means of a Munsell photometer and then pasted on white cardboard and a half-tone made of the whole scale.

I have had occasion to refer to the Munsell photometer before, and, as the instrument is comparatively rare a word of description may be of interest. Mr. Munsell, in working out this photometer for the Massachusetts Institute of Technology and the Harvard Medical School, realized that the existing darkroom photometers distorted color relations and that daylight was the natural basis for color measurement. The other photometers were also accurate only in certain registers, while the Munsell photometer measures the entire scale from white to black and is accurate to one or two degrees for most colors. Figs. 28 and 29 show this photometer, the front having two equal openings covered with translucent material admitting the light into the two halves of the cabinet, which is divided vertically. The rear view shows the eye piece (also divided vertically) and below it the rack, holding on the right the standard white (value 100) and on the left the sample to be tested. The two samples are reflected to the eye piece by means of a mirror. Below the eye piece on the right is a dial which shuts off the light by means of a cat's-eye shutter from the right half of the cabinet and indicates at all times the relative size of the opening. Say that the reading of the dial is 50. Half of the light has been shut off the standard white in order to make it match in value the sample to be tested. The sample, therefore, has a value of 50.

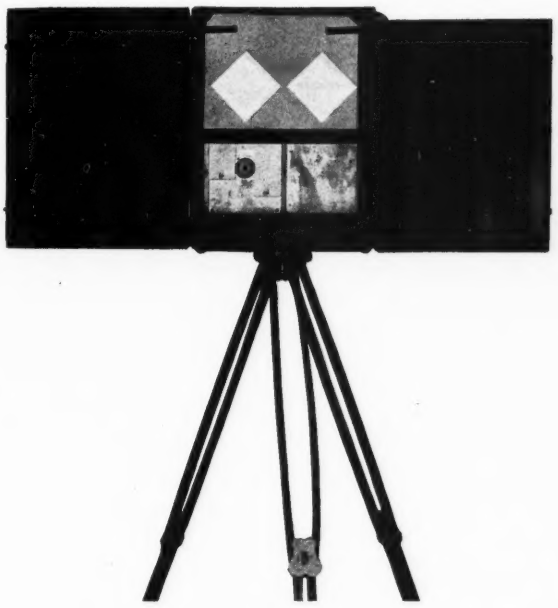


FIG. 28.
FRONT VIEW.

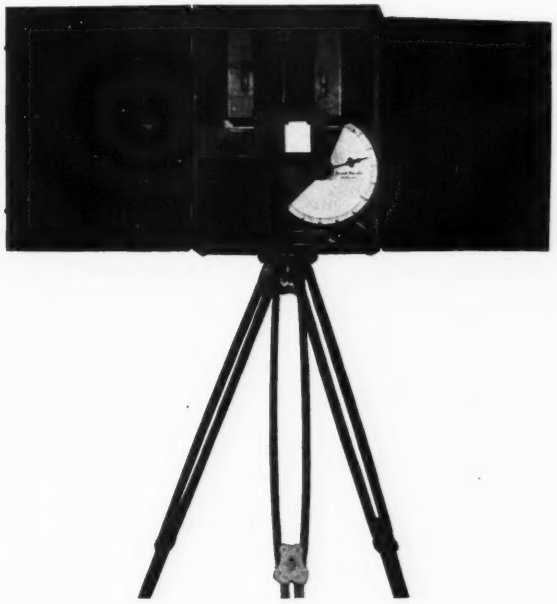


FIG. 29.
REAR VIEW.

Although colors may have any value above 0 and below 100 at a certain value each color has a possibility of its maximum intensity, its highest chroma. Red reaches its maximum chroma, 100, at a value of 40, yellow its maximum chroma, 90, at a value of 80, green its maximum, 60, at a value of 50, and blue and purple reach chromas of 50 and 60 respectively at a value of 30. Therefore, every degree of chroma of each color shown in Plate II should be connected with its own neutral gray. Red comes out of the neutral axis at 40 (Fig. 27), and begins with a chroma of 10, then 20, etc.; yellow leaves the neutral axis at 80, etc., and in the top view of our color solid, N stands for different values for the different colors.

(To be continued.)

JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Again comes the oft-heard complaint regarding poor material with which to do work.

A compositor writes: "You must overlook some of the mistakes in this work, as we have but a small office and limited equipment."

Another writes: "The boss does not seem at all inclined to get any up-to-date type-faces."

A sad state of affairs, to be sure.

But these compositors should cheer up. It is not out of a fulness of equipment that the best jobs necessarily come. They are partly the result of good equipment, to be sure, but are mostly the result of the use of brains — and the "boss" don't furnish the latter. You have to supply them yourself.

Printing, as a trade, is a most elusive proposition. Muscle, speed and dexterity will serve the ends of many tradesmen in other lines. The bricklayer, once he has mastered a certain degree of cleverness, does his work in a more or less mechanical way. So do the carpenter, the stonemason and a dozen other workers. But not so the job-printer. Every new job is a new proposition, calling for something different than did the preceding one — not necessarily different material, but different ideas, different arrangements. It is a mistake to think that new ideas and arrangements are so completely dependent upon new material. A thousand years of careful and persistent study will not have exhausted the possibilities of the plainest roman old-style, and yet the man with but a dozen or so type-faces at his disposal complains that he lacks material.

And again, the printer with a limited equipment should take heart. Think of William Morris, whose books are cited again and again as among the best productions of recent years, whose work has furnished an inspiration to printers and other craftsmen. Poor William had only a couple of sizes of each of two series of type with which to revolutionize the whole printing business. But he did it — and he didn't "holler" about the lack of material, either. In fact, he cut one of his fonts under protest as a concession to the spirit of commercialism.

None of us is producing work like the Gutenberg Bible — well hardly — and yet Johann Gutenberg produced this great work with one font of type. And he didn't even have leads. This fact certainly should furnish food for thought to those of us who try to excuse the poor appearance of our work by the statement that we didn't have material.

A good piece of printing is about ten per cent material and ninety per cent brains. Don't overlook that.

The farther a man gets from the amateur state, the less importance he places on material and the more on ideas. The beginner revels in the unrestricted use of ornaments and "fancy" type-faces — the more seasoned compositor is found in close proximity to the frames which contain the Caslon Old Style and kindred letters which have survived the various changes of time. The beginner in every line of endeavor is more than likely to attach too much importance to the tools with which he works. As a result, much of our printing is "overdone."

Criticism of Title-pages Submitted in Contest.

(Continued from December issue.)

A. Z. MALONEY, Mohawk, Michigan.— The upper group is thrown too close to the top of the page, and the placing of rules underneath the lower lines gives too many rules at the bottom.

A. J. HATHAWAY, Ottumwa, Iowa.— On this page the border is too strong and contains too much red. We would also prefer to see the whole page set in one series, rather than in two.

BERNARD EKENSTEIN, Providence, Rhode Island.— But one series of type should have been used and the text should have been gathered into groups rather than spread out over the entire page.

J. P. VERBURGT, Milwaukee, Wisconsin.— Both of these pages are characterized by the too lavish use of rules and too much spacing both between letters and words in the group of text type.

MAX J. ROMIG, Neligh, Nebraska.— Both specimens are spread over the page and would have been better if gathered into a few groups. The mixing of capitals and lower-case is not satisfactory.

O. W. NEISWANGER, Colby, Kansas.— Both of these pages contain too much decoration, and the text letter should have been omitted for one which would harmonize better with the Roman face.

GEORGE A. MORRISON, Lansing, Michigan.— Too much rule decoration characterizes this page, and we would prefer that the line "Christmas Exercises" be the most prominently displayed.

C. P. CHAMBERS, Los Angeles, Cal.— The illustration on this page is the strongest spot of color and should be moved up closer to the top group of type. The upper line is also too widely spaced.

E. A. RUGGLES, Cleveland, Ohio.— An excellent arrangement, but contains a trifle more red than is desired. Perhaps a double one-point rule around the page would have been more desirable.

W. W. WHETSTONE, Cherryvale, Kansas.— Too much rulework and ornamentation detract from this page, the ornaments in the upper panel especially being more attractive than the lines of type.

FRANK WILLIAMS, Jersey City, New Jersey.— Of these three pages, the one set in text type with rules is to be preferred. The one in Roman capitals contains too much decoration in the border.

ROBERT D. MASON, Troy, New York.— This page is well arranged, although the light text letter is less legible and furnishes less of the richness of color desired than do the heavier text letters.

J. F. MORIARTY, New Orleans, Louisiana.— A pleasing arrangement and one which admits of little criticism. The page is well handled throughout, although this form is considered undesirable by many.

J. WARREN LEWIS, Ogden, Utah.— This page would have been more desirable if one of the ornaments had been omitted and the matter gathered into two groups rather than spread over the entire page.

LIONEL WARD, Vancouver, British Columbia, Canada.— This page contains too much rulework and too much letter-spacing has been done in the effort to square up the various lines in the upper group.

J. W. LEDBETTER, Vinita, Oklahoma.— On both of these pages the border is too strong for the type matter, and on the page set in the condensed type a closer grouping of the lines would have been desirable.

ALBERT G. ERNST, Buffalo, New York.— With the exception of the fact that the inner rules are too light to harmonize with either the type or the outer rules this page presents a very pleasing appearance.

O. L. MAGILL, Chicago, Illinois.— The arrangement of this page is clever, although the rules in red are too strong, and we would suggest that the line "Christmas Exercises" be set in the text letter.

B. F. STEVENS, Ogden, Utah.— A red inclining more to an orange should have been used on these pages. The one which follows the wording as given in the rules is the most pleasing arrangement of the three.

J. P. DIXON, Angier, North Carolina.— Both of these pages would have been better if the groups had been gathered closer together, as wide space between the lines is undesirable where text letters are used.

H. L. JACOBY, Oil City, Pennsylvania.— The ornaments at the end of the last line in the group of small type should have been omitted, and the line centered. The color should have been red instead of brown.

ARTHUR H. FARROW, Newark, New Jersey.— The rule in red is rather heavy for this page, and the fact that the bottom group is much wider than the top one gives a pyramid effect which is undesirable. This could have

been avoided by setting the lower group in a narrower measure, even though it necessitated a size smaller type.

ARTHUR NELSON, Brooklyn, New York.— Both of these designs are unusually clever, but one shows a trifle more decoration than is desirable, while on the other the border rather overshadows the type.

H. EMMET GREEN, Anthony, Kansas.— Of the three pages, the one which contains the initials in red is perhaps the most pleasing, and we could suggest little, if any, changes for the improvement of this page.

BERT G. HANN, Williamsport, Pennsylvania.— Aside from the fact that the placing of the two words at the top of the page at opposite ends of the various lines is not pleasing, this page is well arranged.

J. P. GOMES, JR., Honolulu, Hawaii.— Of the two pages, the one with the border in black is preferable, although the gray effect between the rules is not so satisfactory as it would be if it were omitted.

EDWARD Y. HILL, Morristown, Tennessee.— Of these two pages, the one with the decoration of bells at the top is preferable, although on this page the ornamentation and rulework rather overshadow the text.

F. P. GRAY, Pittsfield, Massachusetts.— This page would have been more pleasing if the matter had been arranged in such a manner that the heavy group was at the top of the page rather than at the bottom.

ROBERT TYLDSLEY, Millbrook, New York.— Too much red and too much spreading out of the type characterize this page. We also think that the upper line would have been better if set in type a trifle larger.

M. L. VINCENT, Boston, Massachusetts.— This is an extraordinarily pleasing page, although, perhaps, the setting of the lines under "Christmas Exercises" in a smaller size of type would have been desirable.

FRANK J. MERATH, Galveston, Texas.— Too much decoration on this page destroys its legibility. We would also suggest that the rules around the page be of equal weight and that the use of hairline rules be avoided.

CHARLES H. MILLER, St. Louis, Missouri.— This page contains too much decoration in red, and the lines are spread out too much. A closer grouping of the lines in the upper part of the page would have been better.

M. W. WOODS, Ottawa, Ontario.— An excellent arrangement, and one which calls for but little criticism. The raising of the upper group a trifle and the dropping of the lower one would be a slight improvement.

HENRY E. SEITZLER, Ellisville, Mississippi.— The upper lines on this page should have been centered to correspond with the lower groups, and the second group should have been raised up at least four or five picas.

E. R. STEPHENS, Hoosick Falls, New York.— A raising up of the center group and the ornament so that it comes directly underneath the line "Christmas Exercises" would improve the appearance of this page.

RICHARD H. POORE, St. Louis, Missouri.— Too much decoration, both ornaments and rules, characterizes these pages. Both of them also contain too much red and too much mixture of capital and lower-case letters.

FRANK P. HALL, Westfield, New York.— The light-face rules showing broken lines in the border rather detract from the appearance of the page. It would have been better were it left blank between the heavy rules.

S. M. ROSE, Kansas City, Missouri.— This page affords very little opportunity for criticism, although personal taste would in many cases omit the use of the red line between the two black lines at the top of the page.

JAMES KING, Victoria, British Columbia.— If the lower group of this page had been set in lower-case, avoiding the letter-spacing necessary to square up the various lines, the effect would have been more pleasing.

EMILE F. PETERSON, Galveston, Texas.— The ornament is rather large for the type used on this page, and the inner rules should have been a trifle heavier. In fact, the hairlines do not print well on work of this kind.

GEORGE G. TAYLOR, Allentown, Pennsylvania.— Of the three pages, we prefer the one without the inner rule, although this page would be better if the upper group and the ornament were raised about eighteen points.

HUGO SCHIRMER, Meriden, Connecticut.— We would prefer to see parallel rules below the upper line and above the lower line of equal weight, rather than light and heavy faces. The ornament on the page is very pleasing.

LEON C. SARGENT, Manchester, New Hampshire.— The outer border of this page is altogether too strong for the type and decoration. We also think that keeping the whole page in text would have been an improvement.

J. E. KRAUSE, Carroll, Iowa.— The rules used in the border on this page, and also for cut-offs, in the group at the top, are too light to harmonize with the type-face, and the border, while not too strong in tone, is rather bold.

A. S. OVERTON, Atchison, Kansas.— A pleasing page arrangement, but the ornament is stronger than the text, owing to the small size of type used, especially in the upper group. The lower group should have been raised a trifle.

CHARLES F. RUSCH, Chicago, Illinois.— Gathering the text matter together in two or possibly three groups would have very much improved the appearance of this page. As it is now, it is spread out altogether too much.

J. F. TUCKER, New Philadelphia, Ohio.— Both of these pages are well arranged, although we think that in the one set in text a better display for the line "Christmas Exercises" is gained. On both of these pages slightly heavier rules would have been preferable, although, perhaps, two would have been desirable instead of three.

RAY B. NICOL, Milford, Iowa.— The type in the upper part of the page should have been set in a measure as narrow or narrower than that used for the top lines. The lower group should have been raised about eighteen points.

GEORGE MACBETH, Buffalo, New York.— This page is characterized by a lack of tone harmony between the type and the rules forming the inner panel. The latter should have been heavier. The arrangement is very satisfactory.

THE Pembroke *Standard*, Pembroke, Ontario.— A very pleasing arrangement, although the matter is not as legible as it should be. The setting of the text in the upper panel in a size or two larger type would be more satisfactory.

THOMAS DEMPSTER, JR., Grand Rapids, Michigan.— With the exception of a little spreading out and too light rules for the inner panel, this page is very pleasing. The light rules, however, do not harmonize in tone with the type.

FRANK SOMERS, New Haven, Connecticut.— Too much decoration and too much letter-spacing characterize this page. We also think that text letter in the place of the roman and italic in the upper group would be desirable.

DOT MARTIN, Uvalde, Texas.— All of these pages contain too many separate groups of type, making them complicated in design. The copy lends itself to an arrangement in few groups, which would give a more simple treatment.

O. C. HANSELL, Devil's Lake, North Dakota.— With the possible exception of too much red on the page, there is no criticism to offer. As a matter of personal taste, we would suggest the raising of the type matter about six points.

JAMES D. MCCUSKER, Niagara Falls, New York.— Both of these pages are rather severely plain, although well arranged. On work of an ecclesiastical nature it is not only permissible but desirable to have a little more decoration.

GEORGE F. SEITZ, Philadelphia, Pennsylvania.— Too much rulework around the border is the chief feature for criticism in this page. We would also suggest a closer grouping of the lines following the words "Christmas Exercises."

AL. S. CAIN, Provo, Utah.— This page is satisfactory as far as arrangement is concerned, but it is altogether too big and bold for a program of this character. Aside from the boldness, however, the handling is quite satisfactory.

WILLIAM F. SARGENT, Yankton, South Dakota.— The border on this page is too strong for the type matter. The arrangement is good, and if the text had been set in type of a slightly larger size the effect would have been very pleasing.

GEORGE H. TILL, Meriden, Connecticut.— Pages set with groups diagonally across the page are rarely, if ever, satisfactory for work of this kind. Compare this page with the more simple one set in one series, shown in the reproductions.

ISADORE WEXLER, Minneapolis, Minnesota.— This page shows too much red; either the rules around the inner panels or the ornament could have been black, and parallel rules of equal weight around the page would have been preferable.

WILLIAM E. TOWNE, Duluth, Minnesota.— A very neat page, the only objection being that the border is rather strong in tone for the type. A border of parallel rules in black, in place of a decorative one, would have been preferable.

PAUL DAHLQUIST, Minneapolis, Minnesota.—A good arrangement, although the rules in the upper group are rather strong and stand out more prominently than the text. A red, inclining more to an orange, would have overcome this defect.

F. BAKER, New York city.— Where groups are run diagonally across the page the best results are gained by enclosing them in a border of rules or decoration. It is, however, almost impossible to get a satisfactory page by this method.

RAY B. NICOL, Milford, Iowa.— Of the two designs, the one set in text is the better, although ornaments more nearly square in the corners would have helped, and the raising of the ornament in the center panel would have been better.

J. B. SUBLETT, Bowling Green, Ky.— Too many small ornaments and too much spreading out of the text matter characterize this page. Compare it with some of the reproductions shown in which the matter is more closely grouped together.

GORDON FIELDS, Jacksonville, Florida.— One should, wherever possible, have the heaviest and widest lines of a page at or near the top, rather than at the bottom. We naturally look for the strongest display on the page toward the top, and even though the lines in the upper group are set in type larger than those in the lower group, if the lower is wider and con-

tains more lines the effect is that of a pyramid rather than the inverted pyramid effect, which is desirable in title-pages.

CHARLES W. FEE, Chicago, Illinois.— This design was rather small for the page, and we would suggest that in using a small form of this character it be placed nearer the top and right-hand edge of the paper, rather than in the center.

E. NYMAN, Foley, Minnesota.— The wide margins around two of the pages are undesirable for a title-page, and on the other one the setting of the top line in upper and lower case, keeping the whole page light, would have been desirable.

L. J. MYERS, Lansing, Michigan.— The omission of the red border between the rules would have added to, rather than detracted from, this page. We also would suggest that the groups be centered, rather than thrown to one side.

E. A. ROSS, Deland, Florida.— Too many sizes of type and too much mixing of capitals and lower-case characterize this page. We also think that the omission of one, or even two, of the rules of the outer border would have been desirable.

C. E. HAYNES, Vinita, Oklahoma.— The repetition of the open square around this page, making it rather hard to read, and the light rules used for underscoring and the spreading out of the matter over the entire page are also undesirable.

P. M. JACQUES, Jacksonville, Florida.— Of these two pages, the one set in roman capitals is the better, although the type is a trifle small for a page of this size. The other page with the large amount of Missal initials is rather difficult to read.

P. C. TOBEY, Dover, Maine.— Of these two pages, the one with the principal lines squared up is preferable, although both of them contain too much red. The lower group should have been dropped about four picas in both of these designs.

C. A. GEETING, Spencer, Iowa.— Spreading the text matter out with wide spacing between lines is an undesirable feature of this page. Gathering it closer together, raising the ornament and raising the lower line would be an improvement.

LAWRENCE G. SMITH, French Lick, Indiana.— There is very little choice between these two pages. On both of them a closer grouping of the matter at the top of the page and the raising of the two lines near the bottom would have been desirable.

CLARENCE E. TAYLOR, Port Chester, New York.— This page would have been much better with a border of some kind, possibly a one-point rule around the page. An ornament of some ecclesiastical nature would also have been an improvement.

HAROLD LEPPER, South Bend, Indiana.— The shape of your type-design does not harmonize with the shape of the page, and we would also suggest the grouping of text matter in two or three groups rather than spreading it out over the entire panel.

ERNEST WOOLLEN, Meriden, Connecticut.— An original arrangement, and one which demands little, if any, criticism, although the size of the Latin cross forming the decoration of the page would suggest a larger size of type and a heavier treatment.

HORACE IVEY, Bethany, Nebraska.— Personally, we think that there is too great a contrast between the line "Christmas Exercises" and the balance of the matter on this page. We would also suggest less space on either side of the second line.

T. W. LEE, Fargo, North Dakota.— The upper group on this page should have been placed nearer the top, and it would have been better if the last three lines of this group had been set in a narrower measure, avoiding the long, wide shape of the group.

G. H. THOMSON, Montgomery, Alabama.— The gathering together of the reading-matter into two or three groups would have been preferable to spreading it out over the entire page. The use of red in the various initials also gives a spotty appearance.

JAMES G. CAMERON, Toronto, Canada.— This page is rather strong and bold for a program of this kind, and the dividing off into panels of almost the same size is not as pleasing as would be the proportion gained by the use of panels varying in height.

H. S. BLACKBURN, Tacoma, Washington.— The page containing the Latin cross is the better of the two, and the only criticism we have to make is that there is less space on either side of the rule in the upper group than there is between the two top lines.

M. SENBERT, Brooklyn, New York.— These pages are altogether too decorative and contain too many different type-faces. A more simple ornament would have been much better. Compare your proofs with a simple design shown in the reproductions.

IRWINE M. SPENCE, Canton, Ohio.— Too much decoration, too much paneling and too heavy rules characterize all of these pages. As far as the arrangement is concerned we prefer the ones on which the date has been squared up at the bottom of the panel.

M. B. HUGHES, Cleveland, Ohio.— Of these two pages, the one with the matter following the line "Christmas Exercises," set in the narrow measure, is the more desirable. The initials in red in the lower line are rather weak, and the spacing of the top line is too wide for type of this character.

PEDER I. JENSETH, Chehalis, Washington.— A little more spacing, with perhaps a cut-off rule underneath the word "Exercises," would improve the appearance of this page. Otherwise we find nothing in it to criticize, as the arrangement is very satisfactory.

FRANK PERKO, Globe, Arizona.— A comparison of your page with those shown in the insert of this issue will best illustrate your mistakes. The line "Christmas Exercises" should be the strongest, and the balance of the text should be subordinated to this line.

JOHN R. GALYON, Chattanooga, Tennessee.— The mixture of text, italic and roman is not satisfactory. The omission of the italic line, substituting roman lower-case, and the grouping of all the lines at the top of the page closer together, would be an improvement.

I. H. MARCHMAN, Jacksonville, Florida.— This page would have been much more pleasing if the ornament had been placed three or four picas nearer the upper group, and if the lower group were raised a trifle, so that it did not come so near the bottom rule.

AUSTIN C. MURRAY, Chicago, Illinois.— The border is rather heavy and strong and there is an excess of decoration across the bottom of the page. We also think that the two lines following the words "Christmas Exercises" would have been better if centered.

WALTER HANISCH, Brooklyn, New York.— The light and heavy rule used in the border are not as desirable as would be two rules of equal width. The arrangement of the page diagonally is not as desirable as it would be if both groups were balanced in the center.

CHARLES ALBRECHT, Cleveland, Ohio.— The omission of the inside panel in the lower part of this page, together with the ornament, and the placing of the words "Saturday Evening, December 24, 1910" in the lower panel in two lines would have been an improvement.

CHARLES B. DE LANEY, Hammond, Indiana.— The punctuation points at the ends of lines in display work of this character are unnecessary and at times even undesirable. The arrangement of this page is very satisfactory and there is nothing to criticize regarding it.

DICK HOUTMAN, Grand Rapids, Michigan.— In the central group of this page the ornament is too close to the last line of text. The red line running across the page is also rather strong, as it attracts more attention than does the heading "Christmas Exercises."

CHARLES H. AMMERMAN, New Haven, Connecticut.— The raising of the second group and the ornament so that they were closer to the main line and avoiding the wide spacing, both between the text and the Roman letters, would have materially improved this page.

BUDD HALDERMAN, Jersey City, New Jersey.— A very interesting page, although the diagonal arrangement is not as pleasing in this class of work as an arrangement centered on the page. The raising of the ornament in the open panel would have been an improvement.

GEORGE E. SYMS, Regina, Saskatchewan, Canada.— One of these pages contains altogether too much rule and decoration. On the other one the use of a one-point rule for the inner panel would have been preferable. The arrangement of this page is very satisfactory.

O. G. ANDRUS, Newark, New Jersey.— A slightly closer grouping of the words at the top of this page, with less space between words and between lines, would have made a better spot of color than it is as it now stands. Otherwise the page is a very pleasing arrangement.

JOHN REILLY, New Haven, Connecticut.— Compare this page with some of those reproduced in which a more simple treatment is used, and which contains but one series of type. The spreading of the lines over the entire page makes neither for legibility nor good design.

GEORGE C. FUNKE.— Of the three pages, the one with the triple rule outside is preferable, although the close grouping and letter-spacing of the Roman letter in the upper groups makes it rather hard to read. We would also suggest a parallel rule in red around this group.

E. C. TIEMANN, Detroit, Michigan.— If you had run this heading in one line, breaking through the panel at both sides and avoiding the letter-spacing, the page would have been much more desirable. This would also necessitate the centering of the group at the bottom.

CHARLES R. ARNOLD, Rushland, Pennsylvania.— Too much red is the most noticeable feature of this page. Personally, we think it would be a trifle more easily read if the date were placed in the group at the bottom or cut off from the upper group at the top with rules.

O. C. HANSELL, Devil's Lake, North Dakota.— The page set in text is the better of the two, although the wide spacing of the light text letter makes a group that is too weak for the best results. The other page contains entirely too much red and would have been better were the ornament at the bottom of the inner panel omitted.

F. L. CROCKER, Jersey City, New Jersey.— Both of these pages are unusual and interesting, although the use of all the initials in red makes them rather spotty in appearance. We think, perhaps, with the rules in

red, that the initials of the first two words in color would have been sufficient.

C. F. SKELLY, Altoona, Pennsylvania.— Of these four pages, the one set with the groups squared up is preferable, because of its distribution of text. In this, however, the use of the capitals in a squared-up effect makes a rather strained letter-spacing which is not desirable.

ERNEST E. ADAMS, Toronto, Canada.— This page affords no opportunity for criticism. Personally, we might suggest that the lines in the three lower long panels were rather short for the length of the panels, but this is hardly open to criticism in a page of this character.

CHARLES J. MCCORMICK, Dorchester, Massachusetts.— The lack of tone harmony between type and rules, and the wide letter-spacing of text type are both undesirable features of this page. We also fail to see any reason for the large letter at the end of the word "Exercises."

SEYMOUR R. OLSON, Minneapolis, Minnesota.— Of these two pages, the one set all in text is the more desirable, although personally we would prefer to see a border either of single or parallel rules around this page, as it would have the effect of holding it together better.

L. H. MCNEIL, Findlay, Ohio.— The winner of the first prize. We have no criticism to offer on this specimen. The other specimen would have been better if the last line of the upper group were shorter, as a long line at the bottom of the group gives an undesirable appearance.

W. L. MELCHINGER, Irvington, New Jersey.— Of these two pages, the one with the matter following the heading "Christmas Exercises" grouped in the same size type is the more desirable. It is fully as legible and furnishes a more simple treatment than does the other one.

R. P. RALPH, Butler, Pennsylvania.— Too much space between words and the spreading out of the lines over the entire page are not desirable. The arrangement in general, as far as the panels are concerned, would be satisfactory if the type were grouped in a more pleasing manner.

G. R. WILBUR, St. Johns, Michigan.— This page also would be slightly improved by a closer grouping of the lines in the upper part of the page and the raising of the two lines near the bottom. A one-point rule around the outside would have been preferable to the light face used.

W. A. BRECHT, Minneapolis, Minnesota.— This page contains considerable decoration, and the fact that the heavier and wider part of the page is at the bottom, rather than at or near the top, detracts from the general appearance. The letter-spacing of some of the lines is also undesirable.

O. L. DIBBLE, Farmington, Missouri.— The setting of the large type in a narrow measure necessitates spacing both between words and between letters, which is undesirable. The margins at the top and bottom of the type in the large panel should have been the same as those at the sides.

JOHN KAY, New York city.— We find little to criticize on this page. Perhaps, where this rule effect is used, the keeping of all the lines in type more nearly the same size is preferable to the use of the small text lines which one would employ in the ordinary open form of composition.

H. L. WEISHAMPEL, West Carrollton, Ohio.— The dividing of the page exactly in the center by the red lines destroys whatever proportion it otherwise would have had. The placing of the lower group to one side is also undesirable, in view of the fact that the other groups are centered.

A. B. COE, Waterloo, Iowa.— Too much red and too heavy rules characterize this page. There is also a lack of tone harmony between the rules run in red and the hairline rule inside the inner panel. One should avoid the use of hairline rules, as they rarely ever print an unbroken line.

ROSS LOCKE, Clyde, Ohio.— This page contains too much red and the ornament should be raised a trifle, instead of being placed exactly in the center of the wide space. Punctuation should also be omitted from the display lines and the letter-spacing of the text letter should be avoided.

HALSEY HANSHAW, Freeville, New York.— The three pages in Roman would have been better if set all in one series, and on the two pages with the rose decoration the groups should have been closer together at the top. Too wide spacing between words spoils the effect of the page set in text.

G. C. COLEMAN, Lynchburg, Virginia.— The choice of type for this page is rather unfortunate, as the Roman letter or the text letter is much more desirable for work of this character. The text letter especially would harmonize much more pleasingly with the decoration which you have used.

W. H. FLODDY, Albany, New York.— On this page we believe that you have failed to display the text properly. We would consider the words "Christmas Exercises" as more important than "Manhattan Avenue Presbyterian Church." Spacing, especially in the line of caps, is not good.

MORT. W. SANFORD, Faribault, Minnesota.— The rule underneath the top line and the rules at either side of the lower line of the page are altogether too strong in tone to harmonize with the type-faces. The arrangement is very pleasing and with this exception leaves nothing to criticize.

W. H. SIMMONS, Hamilton, Bermuda.— Of these two pages, the one with the words "Christmas Exercises" set in the Roman type is preferable. Although this page should have been, if possible, kept in one series, and the punctuation should have been omitted from the ends of display lines.

WILLIAM C. SMATHERS, Brookville, Pennsylvania.— The page with the heading in text would have been better with a rule separating the heading from the next group of type, also with an omission of the initial letter. The other page would have been better if set all in Cheltenham Bold type.

HARRY D. STOUT, Muncie, Ind.— This is a pleasing arrangement, although we think that if the two groups following the line "Christmas Exercises" could have been made into one and of the same measure, the effect would have been more pleasing than is that gained by the broken lengths of line.

EDW. BRUNDRICK, San Rafael, California.— A very pleasing arrangement with the exception of the upper panel. If type could have been used which would have allowed these words in one line it would have been more desirable, inasmuch as the last of the page is balanced on the center axis.

S. V. MCELROY, Cudahy, Wisconsin.— On these two pages, the one with the geometric ornaments is preferable, although with the type set in the wide measure, the upper group should have been raised and the lower group dropped, in order to avoid the wide space at the top and bottom of the page.

ARTHUR B. WHITEHILL, Wilkinsburg, Pennsylvania.— Of these pages, the one with the line "Christmas Exercises" set in the text is the most desirable, as the others lack a line strong enough for a page of this size. Perhaps the raising of the wreath decoration a pica or two would be desirable.

FRED DOYLE, Milan, Missouri.— Of the two pages, the one which is set all in text is preferable, as it shows a harmony of tone which is lacking in the one which is partly in the heavy Roman. With the possible exception of slightly heavier rules, we have no suggestion to offer regarding this page.

WILLIAM MOOMAW, Hillsboro, Illinois.— The type selected for this page is not at all pleasing for work of this kind, and a single slightly heavier rule would have been preferable to the many light ones used for underscoring the various lines. There is not enough contrast between the red and the black.

G. C. COLEMAN, Lynchburg, Virginia.— Of these two pages, the one set in caps is preferable, although the rule border would have been more desirable than a decorative one which you have used. Text type would harmonize better with the decoration used on the other page than does the italic.

LOUIS F. FEHLMAN, Warren, Pennsylvania.— Of these two pages, the one which groups the type, with the exception of the date at the top, is preferable, because of its reading more simply than the other. On this page, however, a closer grouping of the various lines would have been preferable.

THE James Bayne Company, Grand Rapids, Michigan.— The use of either single or parallel rules slightly heavier for the outer panel would have avoided the lack of tone harmony which characterizes this page. We also think that a close grouping together of the lines would have been preferable.

ERNEST W. GILPIN, Barton, Vermont.— The forced effect gotten by the use of the heavy initial at the side of the central group on this page is not pleasing. We would also suggest a closer grouping of the text, setting it in a slightly wider measure, so far as the two general groups are concerned.

HENRY J. KEIM, Meadville, Pennsylvania.— The page with the ruled border is the better of the two, although we think that even then it would be better if the heavy ornament were omitted, The use of two rules of equal weight underneath the top line would be better than the light and heavy rule.

W. D. WILLIAMS, New Haven, Connecticut.—The closer grouping together of the lines at the top of this page and the raising up of the ornament would be much more desirable. Where rules are run out to unfinished ends, without getting entirely off the stock, the appearance is rarely ever satisfactory.

BEN HUDDLESTON, Birmingham, Alabama.— The two type-faces which you have used on this page do not harmonize, either in shape or tone. The type used for the upper line is too extended and fills the line without giving strength and legibility enough. The arrangement is unusual and quite satisfactory.

G. B. DAKIN, Truro, Nova Scotia.— This page also shows an undesirable effect in letter-spacing the text type. In addition to this a closer grouping of the various lines and the omission of the colors at either side of one of the catch lines would have been desirable. There is also a great percentage of red.

GEORGE L. HILL, Oil City, Pennsylvania.— This page contains too much red, and the red is broken up too much into spots. Also the spacing between words in order to square up the line is not good. The main line should have been "Christmas Exercises," instead of "Manhattan Avenue Presbyterian Church."

EDW. W. NOLAN, Meriden, Connecticut.— This page is unusually good, and the only criticism we have to offer is that the cut-off rule is too heavy and there is too little space on either side of it in comparison with the spacing between the two upper lines. Personally, we would prefer to see the lower group arranged in the form of an inverted pyramid, rather than a pyramid form, with the longest line at the bottom.

IRA LEON EVANS, Concord, New Hampshire.— The rules between the lines of text should have been just a trifle heavier, and on other page the two lines in the lower group should have been closer together, and ornaments of a more ecclesiastical nature could have been used to fill out the last line of the upper group.

M. O'GRADY, Regina, Saskatchewan.— Of these two pages, the one with the box corners is preferable, as the unfinished ends of the other rule detract from the general appearance. This is a fairly good arrangement, although the large decoration above the line "Christmas Exercises" rather overshadows it.

W. F. DINN, New York city.— A three-point rule, instead of the six-point rule, for the inner panel would have given a better result, as at present the rule is too strong for the type-face. We would also suggest smaller squares in the corners, in order to avoid the bad appearance due to imperfect register.

LAWRENCE C. LYNCH, Meriden, Connecticut.— The border on this page, especially the outer rule, is just a trifle strong and rather overshadows the type. The arrangement is very satisfactory. Perhaps a closer grouping of the lines at the top and a slight rearrangement of the ornament would be more desirable.

CHARLES KRUGAR, San Francisco, California.— The two type-faces which you have used on this page do not harmonize in shape, the large, extremely plain letter not being suited for use with a text letter. The arrangement is satisfactory, although, perhaps, a closer grouping of the upper lines would be an improvement.

ROBERT C. ADAMS, Kansas City, Missouri.— Of these two pages, the one with the single decoration in the center is the more desirable. This, however, shows a lack of harmony between type-faces. This could have been avoided to some extent by the use of Roman letters with serifs in connection with the text type.

ARTHUR GEORGE, Pittsburg, Pennsylvania.— Of these two pages, the one with the line "Christmas Exercises" set in text is the better. On this page we would suggest the raising up of the lines following the main line, and the placing of the ornament slightly above the center of the space between the two groups.

H. B. BRIZZIE, Meriden, Connecticut.— The omission of the ornaments at the end of the last line in the upper group and the centering of the type in that line would have been more desirable. Rules of equal weight would also have been preferable to heavy and light rules, both at the top and bottom of the page.

A. R. WILKINS, Seattle, Washington.— Both of these designs are good, the one with the type matter grouped in the center being the better of the two. There is nothing to criticize about this page, except possibly the fact that there is less space on either side of the rules between the groups than between the lines of text.

HAROLD COWAN, Mohawk, Michigan.— On this page the decoration overshadowed text, and if the line "Christmas Exrcises" could have been set one or two sizes larger and the lower ornament omitted, centering the last line of the group at the top of the lower inner panel, the effect would have been much more pleasing.

ALBERT G. LADD, Smyrna, New York.— The lines in this group should have been drawn more closely together and the entire group raised considerably, as it is now too near the center of the page. We also think that the avoiding of letter-spacing in the last line, letting it come in the center, would have been desirable.

MARTIN A. HEINE, Waterford, Wisconsin.— These pages would show better proportion if the center group in both cases were raised up, rather than centered between the other two groups. Plain rules are more desirable for underscoring or cutting off panels than decorative borders; also they should have been in black and red.

C. J. COE, Stillwater, Minnesota.— Closer spacing of the various groups on one of the pages would have been desirable, while on the page with the holly wreath the words "Manhattan Avenue Presbyterian Church" should have been made in two lines, rather than one long line. The type on both of these pages is rather large.

H. GERALD PRATT, Boston, Massachusetts.— This page is rather severely plain for work of this character, and the addition of a spot of decoration, suggestive of the time and subject, would have helped considerably. Perhaps the placing of the two lines devoted to the date at or near the bottom of the page would also have helped.

NORMAN E. KLINE, Flemington, New Jersey.— The use of slightly lighter rules to cut off the various groups on this page and the making of the red more of an orange would have added materially to its appearance. The fact that there is so much space between the large lines of text and so little between the lower lines and the rules also detracts from its appearance.

A. R. LITTLE, York, Nebraska.— A ruled border, consisting of two or three lines of equal weight, would be much more desirable than the shaded-rule border which you have used. If a large initial letter is to be used, one of a more decorative nature is desirable, rather than the plain one of the same type series. In the lower group the rule should be at least as far away from the lines on either side as those lines are from the ones which precede or follow them.

H. C. SPEER, Paterson, New Jersey.— The top group is too narrow as compared with the lower one, and the rules used should have been of approximately the same weight, rather than a light and heavy one, in order to preserve a tone harmony. The lower group should have been smaller at the bottom rather than wider.

THOMAS A. HUSSIAN, JR., Galveston, Texas.— Perhaps the use of the parallel rule border in black on the outside of this page would be more pleasing than the decorative border which has been used. This would give more opportunity for the letter itself to attract the eye, and thus make the text a trifle more forcible.

V. W. GRANT, Atlanta, Georgia.— The lighter rule used beneath the panel would have been more in harmony of tone with the type used, and perhaps a rule underneath the line "Christmas Exercises" would also have added to the appearance of the page. This latter line is also rather widely spaced for a text letter.

CHARLES L. KELLOW, Greeley, Colorado.— The gray tone formed by the hairline rules in the border is not as desirable as would have been the black and white effect gained by the use of rules, all of the same tone. We would prefer to see the bulk of the matter in the upper group of the page, rather than in the lower group.

WALTER VON KONSKY, San Francisco, California.— All of the text matter in this page should be raised, the upper group so that the space at the top and sides be equal, and the lower group so that it would not crowd the bottom rule. Rather condensed capitals, letter-spaced in order to form a square group, are not pleasing.

A. E. KRUGER, Hettinger, North Dakota.— Balancing of the groups on the center axis would have been a more desirable treatment for a page of this kind than the placing which you have used. We would also suggest a heavier rule, to be run in red, as the hairline rule does not harmonize in tone with the black text letter.

B. W. RADCLIFFE, Macon, Georgia.— If you had set the line following the heading "Christmas Exercises" in a narrower measure, making four or five lines instead of three, the effect would have been more pleasing and it would have carried down the page better than it now does. The ornament at the top is quite satisfactory.

E. A. FROMMADER, Moline, Illinois.— With the exception of perhaps a trifle too much red on the page containing the circular ornament, there is nothing to criticize in either of these pages. As a matter of personal taste rather than criticism, we would prefer a double rule at the top rather than at the bottom of the other page.

JAMES J. CAVANAUGH, Boston, Massachusetts.— Of these two pages the one with the border all around the page is preferable, although there is too much white space between words and too much letter-spacing, in order to make the groups come out right. Both of these should have been in black and red, instead of blue and red.

W. H. FLAYHART, Baltimore, Maryland.— Of these two pages, the one printed in italic is preferable, as the other one contains too much decoration and the letter-spacing of the text is undesirable. On the page set in italic we would suggest the raising of the decoration and the use of a slightly heavier rule for the inner panel.

RALPH E. NULTER, Dexter, Maine.— Both the rule and the ornament are too strong for the type matter used on this page. The raising of the upper group so that the margins at the top and sides of the page be equal would be preferable. You also place your rules too far from the type matter, both in the upper and lower groups.

WILLIAM B. HEMPERLEY, JR., Williamsport, Pennsylvania.— Of these three pages, the one with the decorative initial letter is the most desirable, as the others contain rather a large percentage of red. The rules following the last line in the upper group of this page, however, are rather light in tone, both for the ornament and for the type.

DOT MARTIN, Uvalde, Texas.— All of your pages are characterized by too much spreading out of the various lines. If you had gathered the reading-matter into two or three groups the pages would have been much more satisfactory. The use of hairline rules should be avoided as much as possible, as they rarely ever print an unbroken line.

LOUIS RUDEN, Jamestown, New York.— A closer grouping together and a closer spacing between words would have been desirable on this page set in text. The character of the text or black letter demands a closer treatment, both between words and between lines, than does the Roman type. The cross in the center panel is also just a trifle strong.

SAMUEL L. BAGASSE, Raleigh, North Carolina.— Of these two pages, the one with the parallel border of rules is preferable, as the other contains too much decoration in the border. On the former page we would suggest the running of the two lower lines in black, even though it would necessitate running the outer rules in color in order to get sufficient red in the page.

JOHN W. ROPER, Chicago, Illinois.— There is very little comparison between these pages, the one set with the single-rule border in red being so much superior to the others. This page in itself shows little to criticize,

although we think that the combination of text type and a square letter without serifs is not as pleasing as would be the combination of text and Roman.

A. B. LEDDICK, St. John's, Michigan.— The centering of the two words, "Christmas Exercises," either in one or two lines, would have improved the appearance of this page.

W. R. PRESTON, Salem, Massachusetts.— This page contains a trifle too much red and the inner rule in black is too light. A hairline rarely ever prints an unbroken line and will harmonize in tone with but few type-faces.

WINFRED ARTHUR WOODIS, Worcester, Massachusetts.— Both of these pages are very pleasingly arranged, the one in text, perhaps, being preferable for an occasion of this kind. Neither affords opportunity for criticism to any extent, the suggestion that the one in text be crowded a little closer together at the top being the only one we have to offer.

H. W. LEGGETT, Ottawa, Canada.— An exceptionally original and clever arrangement. Possibly too much decoration to suit many. Perhaps letter-spacing the word "Exercises" to make a full line, and the placing of a rule between that line and the first one of the group underneath, would have been an improvement, although this is rather doubtful.

AMERICAN BOOK & PRINTING COMPANY, Mexico City.— All of these pages are too decorative, showing too much rulework and ornamentation, and the fact that most of them are set in several different series of type shows too little regard for shape and tone harmony. These pages should be compared with the more simple ones shown in the reproductions.

W. A. O'CONNELL, New Haven, Connecticut.— The ornament and cut-off rules in the inner panel are rather too strong for the type-faces, and the use of a slightly heavier rule for the inner panel would have been desirable, as the hairline rules rarely, if ever, print in an unbroken line, and they are also too light to harmonize in tone with ordinary type-faces.

JAMES A. GEORGESON, Dundee, Scotland.— Of these two pages, the one with the rule decoration is preferable, as the other one contains altogether too many ornamentations. Regarding the page first mentioned, we have no criticism to offer, except, possibly, there is a trifle too much rulework. The arrangement is interesting and the spacing is excellent.

CLYDE MORGAN, Rockford, Illinois.—This is an unusual and clever arrangement, although we think the gray effect produced by the hairline rules, inside the outer border, is not as pleasing as would have been a border distinctly in black and white. Perhaps the raising of the type on this page about a pica would also have been an improvement.

G. SANDS, Lincoln, England.— The use of an extended letter and a condensed letter on the same page should be avoided wherever possible. Even though this letter may be of the same family, there can never be the proper harmony of shape between the condensed letter and an extended one. The whole job set in the same series is much more desirable.

WILLIAM H. TRIMMER, York, Pennsylvania.—All of these pages are well arranged, although we would suggest a little less space between the top rule in red and text, and would also suggest slightly heavier ornaments to fill out next to the last line. Possibly the running of these ornaments in black would hold the color better than when they are run in red.

WILLIAM L. SNIFFEN, East Port Chester, Connecticut.— All of these pages are pleasing and there is very little to criticize in any of them. Perhaps the most satisfactory one, everything considered, is that which has the decorative border around the page, although an ornament in two colors would have added to its appearance more than does the one entirely red.

J. K. KENNEDY, Birmingham, Alabama.— The lines at the top of this page, as well as those at the bottom, are grouped too closely, and a little space between them would improve the general appearance. Closing up of the ends of the rules forming the decoration underneath the upper group would be an improvement, as they now show a rather unfinished appearance.

WILLIAM SPRINGBORN, Chicago, Illinois.— The page with the decoration across the top is an unusual and clever arrangement, but the decoration rather overshadows the text. The page with the double-ruled border in red would have been better if the upper group had been raised a trifle. On the other page with the holly border the decoration and border overshadow the type.

HARRY FREEBURG, Irwin, Pennsylvania.— Both of these are good arrangement, and in the one set in Roman type the raising of the ornament about three picas and the pulling of the two upper groups a trifle closer together would be desirable. Personally, we do not care for the mixture of gothic and Roman type in the design, such as you have used on the other specimen.

D. E. DIXON, Angier, North Carolina.— The border is too strong on both of these pages, and the group at the lower part of the page, in each case, should be gathered more closely together instead of spread out. We would suggest that the position of the second and last groups be reversed, in order to bring it more in keeping with the customary way of reading text of this character.

FR. BJORNCRANTZ, Chicago, Illinois.— Of these two pages, the one with the paneling around the line "Christmas Exercises" is the less desirable. The only criticism we would offer regarding the other one is that, wherever possible, the text should be broken up in such a manner as to admit of the heavier and larger group being at the top of the page, rather than at the bottom.

B. A. THUNBERG, Boston, Massachusetts.— On a page of this character we would suggest that the leading line be in black, and whatever color were put on the page be put either in initial letters or in decoration. The use of type which would allow a single line for the words "Christmas Exercises," rather than two short lines in the center, would also have been more pleasing.

F. ALPHONSO MCGINNIS, Wilberforce, Ohio.— Of these two pages, the one with the decoration of bells is the more desirable. We find little to criticize on this page, except, perhaps, that the rule above the lower group should have been one-point instead of two-point, and that the lower group should have been dropped so that the margins at the bottom and sides be more nearly equal.

A. G. OVERTON, Atchison, Kansas.— The ornament on this page is rather strong for use with this type-face, and the two rules which form the border should be of some even tone, rather than a light and a dark one. The placing of the groups is very satisfactory, although the upper one should be raised a trifle in order to more nearly equalize the spacing at the sides and top.

W. R. FRENCH, Rockford, Illinois.— Of these two pages, the one set in Roman capitals is the most pleasing, although this would be much better if the line "Christmas Exercises" were set in a size larger type. The other page, partly because of the ornament and partly because of the extensive use of Missal initials in red, is rather spotty and not as legible as would be desired.

WILL J. COTA, Burlington, Vermont.— The page with the Latin cross and decoration in red is especially pleasing, and the only suggestion would be that the main line at the top is rather weak and widely spaced between words. The page with the ruled decoration contains perhaps a trifle too much red, and with decoration of this character a text letter would seem to be more desirable.

THOMAS C. MCNAUGHT, Waterbury, Connecticut.— The arrangement of this page is very satisfactory and the placing of the groups is pleasing, leaving little, if any, opportunity for criticism. If the upper group could have been made a trifle wider it would have been more in keeping with the general shape of the page, allowing less white space between the groups and the ruled border.

HARRY L. KIRACOFE, Frederick, Maryland.— The two pages on which the entire matter has been set in text are preferable to the others because of the shape harmony which they show and which is lacking on the pages with the upper lines set in caps without serifs and part of the lines set in text. On these two pages, however, we fail to see why you attach so much importance to "1910."

A. H. GOULD, Chicago, Illinois.— A double one-point rule rather than a double two-point rule in red around this page would have been desirable. We would also suggest raising the group in the lower panel a trifle, and if the two lower groups in the upper panel could have been set in one measure instead of two, and gathered a little closer together, the effect would have been much better.

GRAY & GOODLAND, St. John's, Newfoundland.— The large decoration used on two of these pages does not seem to signify enough association with the text to warrant its use. Where the ornament does not add anything to the text it should be small. The arrangement of these pages, however, is good. On the other page of matter following, "Christmas Exercises" should be brought up closer to that line.

WILLIAM LUKES, Detroit, Michigan.— An unusually clever arrangement and one in which there is nothing to criticize. The failure of this page to win a prize was due to personal taste of the judges, rather than any fault which it contains. The fact that there is a trifle more space between the top two lines than between the second line and the group of small type following is rather unfortunate.

M. G. COATS, Yreka, California.— Of these two pages, the one with the decoration underneath the center group in red is preferable, although on this page the bringing together of the matter in the upper part of the page and the setting of the line at the bottom in a size or two smaller type would be an improvement. On the other page the ornament is too strong, not having any direct bearing on the subject.

HARRY A. PENNINGTON, Carey, Ohio.— The page set with the ruled decoration running off the stock is the most pleasing and original of the three, although the rules underneath the initial letter in red are not satisfactory and should have been omitted. The large decorative initial would have been desirable in this case. Both of the other pages show too much spacing between words in order to square up the groups.

CHARLES J. JOHNSTON, Brooklyn, New York.— Perhaps if you had used a size or two larger type for the line "Christmas Exercises" it would have stood out better underneath the heavy ornament which you have used. The ornament in itself is rather black, but is not objectionable, owing to its character, and perhaps the best way to give the desired strength to the main line would be, as we said before, to set it in a size or two larger type.

E. E. DAUGHERTY, Oil City, Pennsylvania.— Of the four pages, the one set in light Roman is the most pleasing, although in this case the rules

and border are rather strong for the type-face. A lighter red, inclining more toward the orange, would have been preferable on all of these specimens. On the one set in heavy Roman letters the rules forming the panels are too light to harmonize in tone with the type.

DURWARD E. DIXON, Angier, North Carolina.— The ornament in red on one of the pages is too strong for the balance of the page. On the other page, in text, the large group at the bottom is undesirable. A page should be heavy at the top rather than at the bottom. The same thing is true, to a certain extent, in the page set in Roman, and the lower group should have been drawn closer together rather than spaced out.

GEORGE B. CARMICHAEL, Dundee, Scotland.— Of these four pages, the one with the border at the top is perhaps the most unusual, but for a combination of red and black this border is altogether too strong. The page with the parallel rules is the most desirable of the four, and except for poor spacing between words, contains very little that demands criticism. The other two pages show too great a percentage of red.

E. D. ROSENSTEIN, Dyersburg, Tennessee.— This page would have been much better if the decorative initial had been omitted and the whole page set in one series, rather than some of the lines set in a lighter type-face, It should also be grouped more closely, rather than spread out over the entire page, and the rules used in the bottom part of the page should be of the same weight, rather than light and heavy weights.

WILLIAM T. CURRAN, Loch Raven, Maryland.— The page containing the diagonal rules contains too much of a mixture of type-faces, and the diagonal rules, in addition to being mechanically out of the question, do not add anything to the appearance of the page. On the other page the raising of the main group above the center and the setting of the page entirely in one series would have added much to the general appearance.

C. A. BARRINGER, Newport News, Virginia.— The extended type used on this page is not as desirable as would be type of a more square shape. The repetition of the ornament is hardly pleasing, and the omission of the upper ornament, the raising up of the type and lower one, would have given a more satisfactory placing to the various groups. Parallel rules would also be preferable to the light and heavy one for the outer border.

EARL M. SMITH, El Paso, Texas.— Of the three pages, the one with the candle decoration is the best, although in this case we think the words "Christmas Exercises" should be a little stronger. The one with the heavy border contains too much red, the rules under the words being stronger than the words themselves. On the other page the omission of the red ornament and the centering of the last line of the group would have been better.

A. G. SPENCER, Dunnville, Ontario.— A closer grouping of text, rather than spreading it out over the entire page, would have been desirable. The fact that the space between type and the inner rule is the same as the space between the inner and the outer rules also detracts from its appearance. Proportion in the placing of rules between other rules and text is just as essential as proportion in the placing of the various groups on the page.

ELI BLACK, Cleveland, Ohio.— The page with the decorative initial is one of the most clever and original designs submitted. The manner in which it is gotten up leaves no room for criticism, and the only objection one could possibly have to this design would be one of purely personal taste. On the other one, however, we think there is just a trifle too great contrast in strength between the line "Christmas Exercises" and the group which follows it.

E. F. WILKE, Chicago, Illinois.— Of these two pages, the one with the decorative border inside the rules is the least desirable. On the other page a rule or border of a heavier nature around the two upper lines would have been preferable, as it would have carried the color out to the same measure as that of the group below. There is no shape harmony between the lower panel and the group of matter inside it, the one being long and the other short and square.

H. S. SMITH, Colorado Springs, Colorado.— On the pages with the holly decorations in the corners your rules are too heavy and overshadow the type. The same is true, to a certain extent, of the page with the holly border, and the placing of the lower group in one corner detracts from the general appearance. The page with the decorative initial in red is the best of the group, although the ornaments used in the corners do not permit of good joining of the rules.

ROBERT A. MARKS, Miami, Florida.— It is desirable to keep the widest group, as well as the heaviest, at or near the top of the page, rather than in the center or below the center. An inverted pyramid form is always preferable in type arrangement to the pyramid form. The lower group of lines is too close to the bottom rule, and the upper group too close to the top. One-point rules underscoring the second group would have been more in harmony of tone with the type.

PAUL A. GUSTAFSON, Lindsborg, Kansas.— The decoration of this page is rather strong, inasmuch as it has no direct bearing on the subject. Where the ornamentation on a piece of work carries out some of the suggestions of the subject, it is admissible to use it more freely than where one can see no connection between text and decoration. We also prefer to see the widest, as well as the heaviest, line or group of lines at or near the top of a page, rather than at the bottom.

EDWARD E. BAILEY, Centre Hall, Pennsylvania.— Of these pages, the one set in text is preferable. The ornament, while not too black, is rather bold in line to harmonize well with the text. We also think that one line at the bottom, or, at least, the setting of the two lines in the same size type, would have been desirable. The full page in Cheltenham contains too much letter-spacing and the bottom group contains too much space between words.

H. S. SMITH, Colorado Springs, Colorado.— The page with the holly border is pleasing in arrangement, although the wide spacing of the lines in the lower group is undesirable. The page with the wreath decoration is an interesting arrangement, although the lines in the bottom panel should have been centered rather than thrown to one side. The page with the rule decoration in the form of a cross contains too much ornamentation, and in this page also the centering of the lines at the bottom would have been desirable.

H. F. BROOKS, Jacksonville, Florida.— The page with the decorative border would be improved by the raising of the ornament about three picas, and by placing the text at the lower part of the page in two lines instead of one. The page with the decorative initial letter is an unusual arrangement and quite pleasing, although the ornament centered, or nearly centered, in the large wide space at the bottom is not so satisfactory. Perhaps if this were run in red, in place of the decoration underneath the last line of the type group, it would have been better.

L. SILVERMAN, Chicago, Illinois.— On the page set in italic the type matter is overshadowed by the rules and decoration. On the page set in text the use of parallel rules of equal weight between the two lines at the top of the page and the drawing of these lines closer together would be an improvement. The letter-spacing of the text letter in the lower group is not pleasing and should be avoided wherever possible. The page set in Roman is the best of the three, although on this page an ornament more in keeping with the subject, and considerably smaller, would have been preferable.

OLIVER C. HULSE, Freeville, New York.— Of the three pages set in Cheltenham, the one with the border only in red is the best, as the two lower lines on the others are too heavy. This page, however, would be better if the lines were more closely grouped. The page with the rose border contains altogether too much red. The page with the wreath decoration would be better if the lines were grouped closer together and the higher group placed nearer the top; and the page with the red cut-off rules between groups would have been better if the type were set in a little wider measure and centered.

HOWARD C. HULL, Asheville, North Carolina.— The page set in Cheltenham contains too many rules, and the group of type should have been closer to the top. The page with the wreath decoration is the best of the group, although letter-spacing the text should have been avoided. The page in McFarland contains too much red. The page with the holly border contains too much decoration, and the running of the date one figure under the other is undesirable. The page with the decoration of candles is a pleasing arrangement, although the ornaments across the top are hardly in keeping with the balance of the page.

EUGENE KLEIN, Maplewood, Missouri.— The rules used in the outer border do not harmonize as well in tone as they would if the two rules in black were of equal weight. The type used on this page is also rather large, and the crowding in of the decoration at the bottom does not add anything to the appearance. Too much decoration, too many type-faces, too heavy underscoring under the text lines and the breaking of the text into a large number of groups are the features which characterize this page. Compare it with a more simple treatment in one series, shown in some of the pages reproduced.

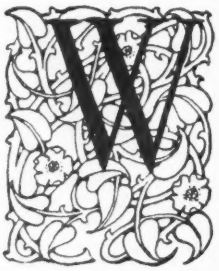
F. H. WOOD, Pontiac, Illinois.— Of the three pages, the one with the wreath decoration is the best, although the close grouping together of all the matter in the upper part of the page and the raising up of the lower line about one pica would be desirable. The page set in text in panel form is not pleasing, owing to the manner in which the type is scattered over the page and the wide spacing between words. On the other page the rule in red is much too heavy, the ornament is not pleasing, and the shape of the upper group being a pyramid, rather than an inverted pyramid so desirable in typography, in unsatisfactory.

THE WHIRL OF BUSINESS.

There will be a number of moves in the business section by the first of next month. H. B. Wordehoff will move his office up-stairs over the postoffice and the place he now occupies will be taken by Miss Fannie House's 5 and 10 cent store. The Trask news-stand and book store will move into the room thus vacated by Miss House. D. W. Hall will move his stock of goods into the store recently occupied by Smith & Anderson, and the *Courier* office will be established in the place which he now occupies.— *Plant City (Fla.) Telegram in Jacksonville Metropolis.*

Suggestions for arrangements of Catalogue & Booklet Pages

THE CHICAGO TRUST & SAVINGS COMPANY



ITHIN a Vault constructed of Chrome Steel plates, and protected by double doors—the door on the outside weighing 15,000 pounds—are the Safe Deposit Boxes of The Chicago Trust and Savings Company. The structure of the Vault, the strength of the door and its improved locking devices whereby the vault is hermetically sealed when the door is closed, insure absolute safety for all the contents of all the boxes.

There are one thousand, seven hundred and twenty-four of them, ranging from two and one-half by five inches, to eighteen by twenty-one inches, all are twenty-three inches deep, so that there is a size to suit every requirement. Each box is in a safe made of one-half inch Chrome Steel. The smallest box is big enough to hold a great many valuable papers. The annual rental of such a box is three dollars, which places within the reach of everyone, an absolutely safe place to keep mortgages, deeds, insurance policies, stocks and bonds at a very small expense.

A custodian is in charge of the Vault at all times. Each renter is provided with two keys for his Safe, and as the locks are all different no one can obtain access but the renter or his properly appointed agent or deputy.

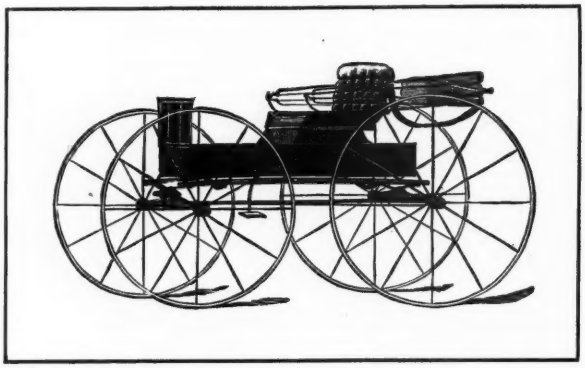
ter and color of stock is used each month; also different colors and shades of ink. This important and educational feature will thus be instructive in many different ways to employee, employer and customer.

The Advertisements

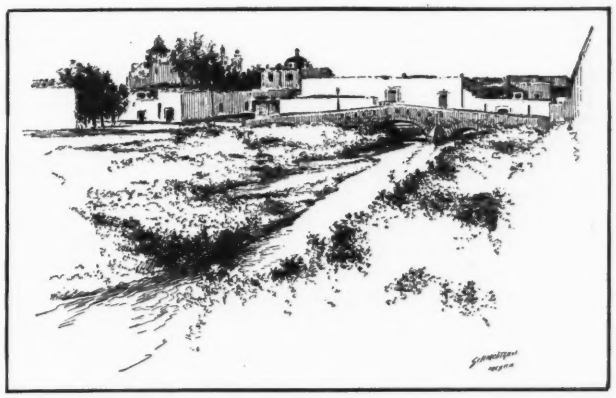
ADVERTISING is also made an important feature, and rate cards are printed suitable for papers of all circulations, with full instructions on how to secure advertising and how to increase rates. This information solves some important and vital problems and will be welcomed by the hosts of publishers who recognize the nend of higher rates, but do not know how to go about securing them. Other articles will appear from time to time, showing how to secure subscribers and how to increase the subscription rates. Full details of successful plans for increasing circulation will be given, together with circular letters, advertisements and printed forms used, and full instructions on how to carry every plan to a successful conclusion.

About the Colored Inserts

NONE of the departments will be neglected in the determination to improve all along the line. The articles will be made, as heretofore, as practical and concise as possible, and so arranged, classified and indexed that the publication will become more valuable and informing as it grows older. Practical men, actively engaged in the work about which they write, are in charge of each department. Questions brought out under working conditions will be fully answered, and unusual and puzzling com-



THESE goods are properly wrapped and crated before they are loaded on the cars. Claims for damages resulting while in transit must be filed by customers with the railroad authorities, and we are at all times ready and glad to assist in every way that we can. Our unusually efficient traffic department maintains a complete set of vehicle tariffs, showing transportation rates to all parts of the world. Each shipment is rated and routed in such manner as to insure the quickest of delivery consistent with low rates and dependable service. This careful attention to the interests of customers is



MEXICO is a land of contrasts, a land of surprises. Above its sunny valleys tower the snow-capped mountains; against the purple of its distant vistas is the green of tropical foliage; red tile roofs surmount the white walls of its architecture, and from the adobe is wafted strains of classic music —old songs as sweet as the fragrance of the wild poppy nodding its head above the loose cobbles at the wayside.

With its sunshine and flowers, its animated life and romantic people, its grand cathedrals and ancient ruins, Mexico is more charming than Europe, more picturesque than the Old World, more beautiful than the gardens of the Orient. A foreign land and yet a neighbor, for the Capital of Mexico is within three days' travel of your American home.

Mexico's wonders are free to the tourist, her people are courteous and hospitable, and conditions, including a most equable climate, are favorable for sight-seeing, research and recreation the year around. The visitor needs no passport, either to the country or to the home. The sign "bienvenue," equivalent of the good English word

The East & Southern Railway

THE ACCOMMODATIONS

EACH YEAR more tourists have come to realize the favoring conditions awaiting them here, and coincident with the the increase in the number of winter visitors has come a marked improvement in the hotel accommodations. The construction of the new Chester House gave to Chester Beach a caravansary of which older and more populous communities might well be proud.

On the ocean side, just beyond reach of the waves, stands the hotel whose magnificence has given it leading rank among the leading hostelries of the world.

It is built around a quadrangular court, a dense garden of rare shrubs and flowers



Twelfth EXHIBITION *of* ADVERTISING

WE invite your co-operation in the Twelfth Annual Exhibition of Advertising Art, which is to be held in the Art Institute, commencing Thursday, November 19, and continuing throughout the month. You are invited to offer for exhibition: magazine advertising designs, newspaper advertising designs, posters, covers of catalogues, booklets, folders and pamphlets, covers of magazines, entire booklets, and other specimens of art applied to advertising.

Designs will be chosen on their artistic merits as effective advertising. . No design will be exhibited, however successful it may have been as advertising, unless it seems to the committee to comply with the ordinary rules of art.

Each exhibit must be a design actually used or intended to be used for advertising purposes in the magazines or in the newspapers, or as posters, magazine or booklet covers. An advertisement or booklet which is typographically artistic may be admitted.

Originals are in every case preferred. Where the original cannot be obtained, a good proof may be sent, but where the original is sent it will be inter-

PUBLICITY *for* PRINTERS

VALUABLE SUGGESTIONS ON ADVERTISING

THE cover of a booklet serves as a two-fold purpose—to protect the inside pages and to attract attention to force inspection of the text. One of the first things to consider in designing a cover is the use to which a job is to be put. If the cover is intended merely as an eye-catcher to insure the reading of the text and then to be thrown away, it is not necessary to use a very substantial stock, as the wear and tear will be reduced to the first handling. On the other hand, if the job is intended to be kept, either for its beauty or for reference value, the cover should then be printed on stock that will stand constant handling without apparent depreciation in looks or durability. Then there arises the question What class of people are going to receive and read this job? If it is a booklet appealing to machinists or blacksmiths or any class of men whose hands are likely to bear traces of their work, it would show poor judgment to use a light colored cover stock of a texture easily susceptible to grease marks

PUBLICITY *for* PRINTERS

VALUABLE SUGGESTIONS ON ADVERTISING

that would spoil its appearance at the first handling. If, however, the booklet is to be read by the professional man, housewife, or those engaged in the clerical professions, the booklet should be printed on bright cheerful stock of appropriate finish. The thickness of the booklet or folder is another consideration. Booklets of 8, 16 or 32 pages do not require stiff, heavy covers, while catalogues and booklets of 100 pages or more require strong, durable covers that will afford ample protection to the contents. The subject matter is of vital importance. A memorial oration should not be printed on bright colored stocks; while programs, announcements, menus, etc., are at their best when they reflect the idea of cheerfulness in the cover — and this generally means white or delicately tinted stocks of good quality. In choosing the stock the color scheme should be kept constantly in mind, as the color and texture of the paper have a strong bearing on the color combination. If the cover design is a half-tone plate, then of course

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago.

Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package.

BISCHART BROTHERS, St. Louis, Missouri.— The business card is a very pleasing arrangement, the monogram design in colors being unusually attractive.

A. D. GARRISON, Omaha, Nebraska.— The page advertisement which you submit is an excellent idea and furnishes the desired information in a manner that is very striking and convincing.

J. B. BROWN, Boston, Massachusetts.— The November number of *Inklings* is excellently gotten up, the four pages of advertising in the center being unusually well arranged. The text is also very interesting and we wish to congratulate you upon the book as a whole.

THE *Winona Printer*, for October, entitled the "Indian Summer Number," is very pleasingly gotten up in antique type on India tint paper and with Indian decorations surrounding the initial letters on each page. Printed in black and orange, it furnishes an unusually striking piece of typographical designing.

TOM KEITH, Rochester, New York.— We are in receipt of the letter-head which you sent for criticism and find it as you state, a "dream," illustrating in a most effective manner the results of using an indiscriminate mixing of type-faces. The manner in which it is printed leaves us no opportunity for reproducing it.

L. JACOBIN, Concrete, Washington.— The letter-head on which you ask a criticism is good in arrangement. We would suggest, however, that you place an extra nonpareil between the panel and the two lines below it, and would also suggest that you use a yellow-green in place of the blue-green for the paragraph mark, as the brighter color would give a more pleasing contrast to the black.

THE CLOVER PRESS, New York city.— We are in receipt of the advertising folder which you sent for criticism and find it a very clever and original design. We rather think that the use of white ink on the inner page would result in a trifle more legibility than does the black. This, however, is a slight thing, and does not in any way affect the excellent advertising value of the folder.

ALVIN E. MOWREY, Franklin, Pennsylvania.— "The Tale of Two Cities" folder is very satisfactory in arrangement and color, although some would perhaps think it rather overdone as regards the latter. The colors, however, are thoroughly harmonious and we think that the work is exceptionally pleasing. The card is also a good arrangement, both in design and color, and we find nothing in it to criticize.

J. L. FRAZIER, Lawrence, Kansas.— The commercial specimens are all very neatly arranged and show a careful regard for color and tone harmony. On the Thanksgiving slip we would suggest that the illustration underneath the type be run in a much weaker color, in order to avoid blurring the advertising matter. This also applies to the tint in the center panel of the letter-head for the "World Company."

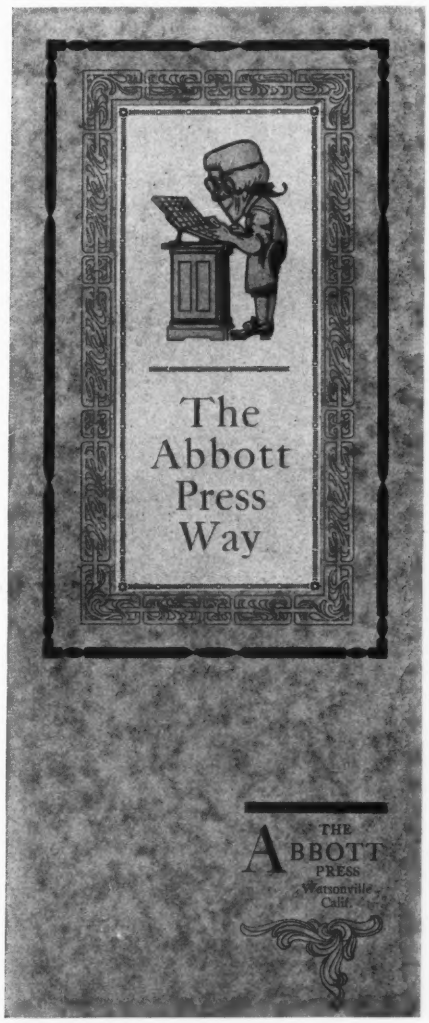
R. CLARK, Victoria, British Columbia.— As a newspaper advertisement, the arrangement which you send should prove unusually attractive. The design is clever in conception and the job is well handled throughout. Possibly some would consider that there was an excess of rule, but this is more a question of personal taste than one of criticism. We regret that the proof is not in such shape as would warrant reproduction.

FROM the Farrar Advertising Company, Pittsburg, we have received an unusually handsome folder, printed and embossed on gray stock in two colors and with illustrations of cover-page designs printed on white stock and tipped on. The effect is very pleasing and shows in a convincing manner the ability of this concern to produce high-class advertising matter. Both printing and embossing are exceptionally well done.

H. M. DOWNS PRINTING COMPANY, Fitchburg, Massachusetts.— Your booklet of "Printing Tips" is excellently gotten up and should be of great value in extending new business. We would suggest that you letter-space the top line of the first page of reading-matter, in order to avoid the wide space between words and the unequal spacing between letters. The color combination is good and the margins are unusually satisfactory.

OMAHA PRINTING COMPANY, Omaha, Nebraska.— We are in receeipt of the Thanksgiving proclamation and find it an elaborate piece of work. We note, however, that you have not been careful in spacing the text in which it is set. The text letter, having been primarily designed with the view to saving space, calls for, by reason of its peculiarity of design, a condensed treatment, both as regards space between words and space between lines. To set the type which was originally designed for a condensed letter, spacing it widely both between words and lines, is, to say the least, slightly incongruous. With this exception the proclamation has been well handled.

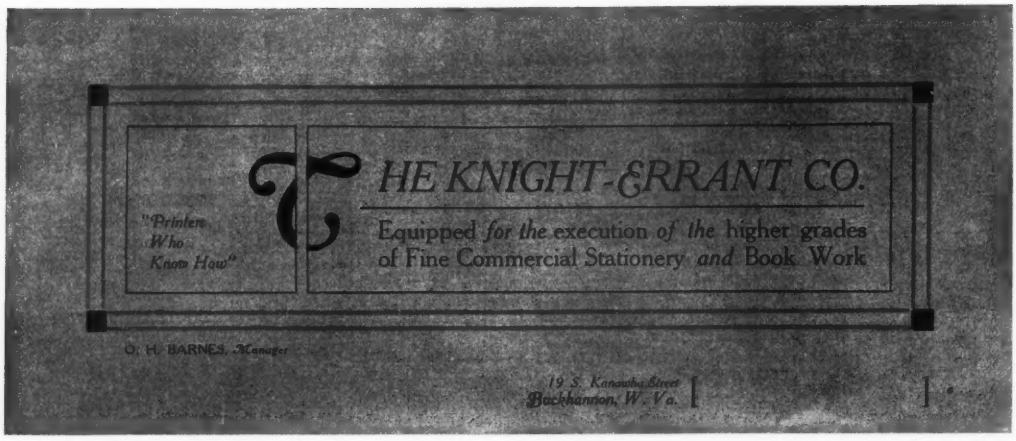
THOS. E. ABBOTT, Watsonville, California.— Both the letter-head and the booklet are excellent in arrangement and color harmony, and thoroughly in keeping with the high class which usually characterizes your work. We



Attractive booklet cover, by Thos. E. Abbott, Watsonville, California.

show herewith an illustration of the cover of the booklet. The original is printed in violet, green and gold, on violet stock, the center panel being printed in green and violet on white stock and tipped on. The color combination on the letter-head is unusually pleasing.

JAMES AUSTIN MURRAY, Chicago, Illinois.— The latest number of the *Lookout* is especially interesting as regards text, but rather mixed up typographically. This is, of course, due partly to the variety of text matter which has been used, but still we think that an endeavor to preserve a uniformity throughout the book would have resulted in a more satisfactory



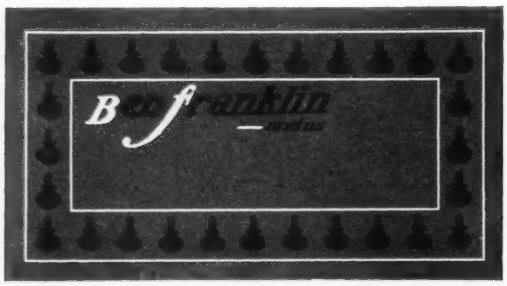
Letter-head, by P. H. Lorentz, Buckhannon, West Virginia.

piece of work. We are waiting with interest your next effort in the house-organ line. The motto printed in black and red on colored stock is very pleasing, both in sentiment and in the manner in which it is handled.

THE program of the sixty-first annual reception and ball of the New York Typographical Union, No. 6, is an interesting arrangement, thoroughly in keeping with the other advertising matter used in connection with this same event. The cover is a special design with the cut-out panel, and contains an unusually pleasing group of lettering. The inner pages are well arranged in old-style, in panel design, with a tint-block underneath.

H. EMMETT GREEN, Anthony, Kansas.— All of these specimens are good in arrangement and show a restraint in the use of type-faces, which is unusually gratifying. The fact that you have kept nearly all of these jobs in one series of type gives them a much better appearance than is possible where a greater variety of type-faces are used. The heading for the orchestra is an unusually pleasing arrangement, as is also the menu design.

JOHN MCCORMICK, Troy, New York.— The letter-head and folder which you sent for criticism are excellently gotten up, and we find no opportunity for criticism in either of them. The cover of the folder is a very pleasing and attractive arrangement, and we show herewith a reproduction of it.

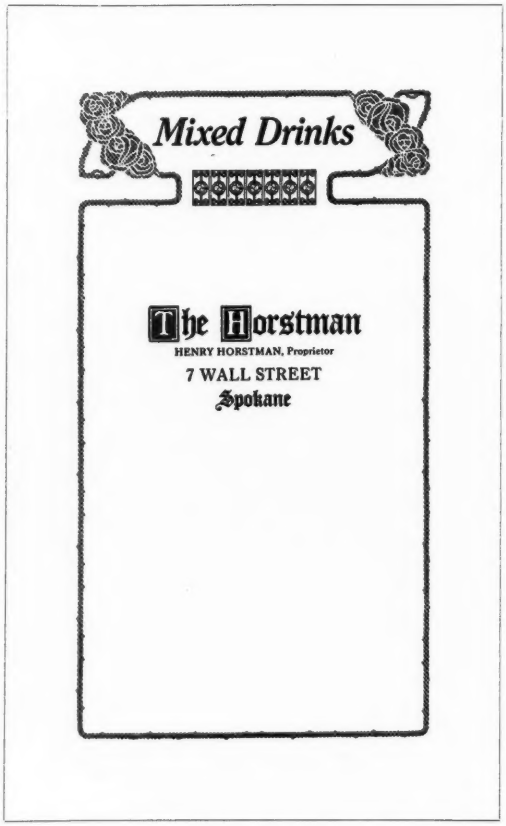


Folder cover, by John McCormick, Troy, New York.

HARTZELL'S PRINT SHOP, Altoona, Pennsylvania.— The booklet, entitled "The Whole Story," is very cleverly gotten up and should prove excellent advertising matter. The envelope in which you have sent it out is also very attractive. Personally, we think that the lighter type-faces, perhaps the italic, would harmonize better with the general design of the fan advertisement, as the Cheltenham Bold seems to be just a trifle strong and plain to use in this connection.

LIONEL WARD, Vancouver, British Columbia.— Both of the specimens are neat in arrangement, although we think that the proof envelope contains a trifle too much decoration. The heavy border, together with the rules and ornament in the center, rather overshadows the type matter and makes it a trifle hard to read. The label is very tasty, our only suggestion being that you make the rules under the name of the newspaper of equal weight, rather than the light and heavy one.

P. H. LORENTZ, Buckhannon, West Virginia.— We are in receipt of the letter-head specimens which you send for criticism and find them exceptionally interesting. Personally, we think that the heading for the Knight-Errant Company, printed in blue, brown and gray on gray stock, is the best of the group, and we show herewith a reproduction of it. Of the headings for the American Typefounders Company, we like best the one with the feature-line in italic across the center of the heading, although the design with the rule on either side of the type line is very pleasing. In this latter arrangement, however, we would suggest that the rule on either side be placed at least a lead closer to the type.



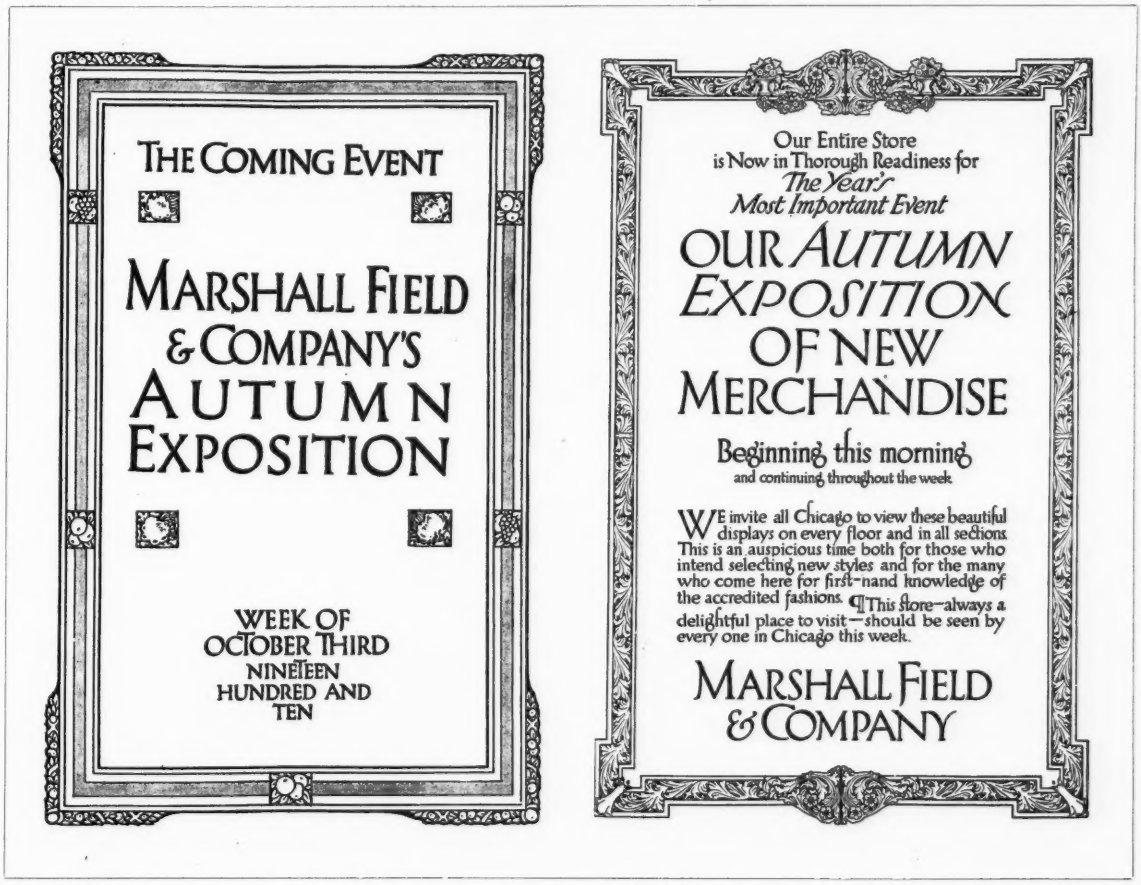
An interesting page, by Stutes, of Spokane. Original in colors.

FROM the Stutes Printing Concern, Spokane, Washington, we have received a package of commercial specimens done in the characteristic Stutes manner. One of the most interesting of these is the liquor menu, printed in two colors, a reproduction of one of the pages of which we show herewith. The original was printed in black and red on heavy white stock, the border and initial letters being in red.

FRED P. MEAD, Phelps, New York.— In regard to letter-head No. 1, we think that centering the small cut above the firm name would give a more satisfactory arrangement than the one which you have used. On the other letter-head we would suggest that you run the line across the top straight, instead of curving it, and would also suggest that, inasmuch as it is text type, you use less space between words. The use of the comma at the top of the display line is also unnecessary.

FROM W. J. SPIRES, Indianapolis, Indiana, we have received a hanger and a blotter descriptive of the Printers' Minstrels, given by Indianapolis Typographical Union in November. The hanger is an especially pleasing arrangement in three colors, the typography being unusually good. The blotter is also very satisfactory, although we think that the heavy rules rather overshadow the type matter, and as they have no special significance, should not be the strongest spots on the page.

WE show herewith illustration of several of the series of advertising issued preceding to and throughout the campaign of fall advertising by Marshall Field & Co., Chicago. As will be readily noted, these designs show an increased use of hand-lettering in newspaper work and are very distinctive, both in letter forms and in arrangement. Another unusual fact regarding these advertisements is that the question of price has been omitted and they are devoted more specifically to general publicity.



Distinctive hand-lettered advertisements.

C. L. HOLLINGSHEAD, Buffalo, New York.— We are in receipt of the title-page which you sent, although it came too late to be entered in the contest. The arrangement is fairly good, although, personally, we think that this arrangement with the gothic type leaves too much white space, especially around the lines in the cross panels. We see no way in which you could have avoided this, unless, perhaps, the panels were made narrower or an inner panel placed around the lines. This would perhaps help some.

THE Kimball Press, Evanston, Illinois, issue occasionally advertising matter, entitled "Between Forms," consisting of leaflets, booklets, etc., gotten up with the view of securing new business. The late issue consists of a sheet of sixteen pages of catalogue work, accompanied by a slip suggesting that the recipient spread out the full sheet and note the harmony of the paper and ink and the way in which the cuts are made to show it. This sort of circulars should prove unusually interesting to many buyers of printing.

W. H. BARNETT, Caldwell, Idaho.— The two-page poster which you submit for criticism is excellent in arrangement, and the only suggestion that we would offer, other than the one which you yourself have made regarding the type line, would be that you use a thinner border. That is, a single rule would be preferable to the one which you have used. We would also suggest that you letter-space the main line at the top of the page, both in order to avoid wide spacing between words and to equalize the spacing between various letters.

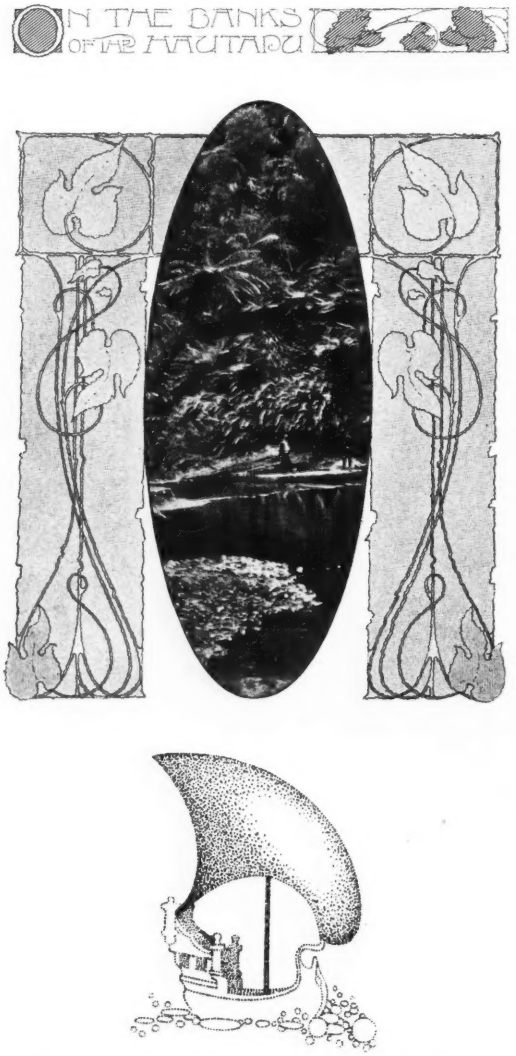
THE Davis Publishing Company, Milton, Wisconsin.— Both of the letter-heads which you submit for criticism are good examples of type arrangements, your own letter-head being unusually pleasing in design and color. The only criticism we would suggest is that, perhaps, the heading for "Profitable Poultry" shows to a limited extent the difficulties which were encountered in making it a panel design. Where matter does not lend itself readily to this form of arrangement, forcing it, by spacing or otherwise, into panels should be avoided.

JOHN F. YARRUM, Denver, Colorado.— We would suggest that you use but one series of type on the letter-head rather than the three which are now shown. We would suggest that you omit the word-ornaments at either end of the center line, and if you use the column-designs at the sides of the heading, they should be made three or four picas longer. The fact that they are now approximately half the length of the stock, results in a proportion that is not pleasing. Personally, we think that the same design in one, or possible two, colors, would be preferable to the four.

EDWARD J. AFFOLTER, St. Paul, Minnesota.— There is but little to say in regard to the orchestra program. In work of this kind one is compelled to use such a variety of cuts and electrotypes in the advertisements that the harmony throughout the job is almost impossible. If, however, the type arrangements can be set in one series the effect is much more pleasing than

where several different faces are used. The fact that many of these advertisements are but an inch or two high and run clear across the page, makes it hard to secure a desirable arrangement of type. The cover-design is very pleasing and the colors are satisfactory.

From J. V. Price, Christchurch, New Zealand, we have received a copy of the Christmas number of *The Weekly Press*. As an example of high-grade printing it ranks with the best, and calls for no criticism whatever. The illustrations are carefully made, just as carefully printed and the whole



Decorations from the Christmas number of *The Weekly Press*, Christchurch, New Zealand.

arrangement is excellent. This is due in no small degree to the exceptionally clever decorative panels used as headings and to embellish illustrations, a few of which we show herewith.

Norris Brothers, Kansas City, Kansas.— The cover of the booklet which you have submitted is very clever and attractive. Personally, however, we would have preferred a size smaller type for the title underneath the cut. The inner pages are well arranged, although there is a trifle too much margin at the head of most of them. The large headings of the inner pages are gotten up in a pleasing manner, although we do not care especially for the varied decorations which you have used at the bottom of the pages. The uniform decorative spot of a plainer design, or none at all, would have been preferable.

J. Warren Lewis, Ogden, Utah.— Your specimens are neat in arrangement and well handled, and we find in them very little opportunity for criticism. On the letter-head for Halverson Bros., however, we would suggest that you use less red. Personally, we think that parallel two-point rules, underneath the type line, in red, would be sufficient, and we would suggest that these two rules be of equal weight, in order to avoid the suggestion of perspective which one gets where light and heavy rules are used side by side. As a matter of personal taste, rather than criticism, we would also suggest that the rules be run square on the ends.

Wm. P. O'Heary, Vancouver, British Columbia.— Where red and black are used together as a color combination, one should be careful to use but a small percentage of the red, as too much tends to give the job a flashy appearance. As a usual thing, from five to twenty per cent red is sufficient We also think that the smaller sizes of type for much of the matter on this blotter would have been more satisfactory, as it would have allowed more white space and done away with the general bold, heavy appearance of the job. While, of course, this is purely advertising, still a blotter is not designed to be read at a distance, and for this reason we think there is no advantage in extremely heavy type.

Speaker, Hines Printing Company, Detroit, Michigan.— The specimens are all good in arrangement, and any criticisms we would have to offer would be minor ones. On the leaflet, entitled "Price Competition versus Quality Competition," we would suggest that both the ornament and the rule be a trifle lighter in weight, as they are now stronger than the type. The use of a weaker color would reduce the strength of the rule. The combination of red and black used on the folder, entitled "Service," is not nearly as satisfactory as an orange and black. The use of alternate letters in different colors on the blotter is hardly satisfactory, as it is confusing and the letters do not line as well as they should.

Robt. Barnes, Greeley, Colorado.— We note on some of your work a tendency toward the use of too many panels. This especially applies to the letter-head for the Howdy-Price Company. This letter-head would have been much better if one-point rules had been used in place of the two-point rules, as the latter are rather heavy for the type-faces and attract too much attention to the paneling. We think, however, that, in any event, a more simple treatment of this heading would have been preferable. The same thing applies, to a certain extent, to the heading for Young & Devoe, the decorative border and rules furnishing a stronger attraction than does the type. Your blotter design is interesting in arrangement and well handled.

Ernest E. Adams, Toronto, Ontario.— We are in receipt of the commercial specimens which you sent for criticism, and see very little, if any, opportunity to suggest changes in them. Your four-page folder for Miss A. B. Warnock is a very pleasing piece of work, although we think that the squaring-up of the panel of italic on the front page has necessitated letter-spacing which destroys its legibility to a great extent. Inasmuch as you desired to square up this panel in this way, we think that Roman type would have given you better effect, because of the excessive space between letters and words. The inner pages are very pleasing. The color combination on the "Fall Printing" circular for Rous & Mann is unusually good, as is also the type arrangement.

J. B. Miller, Meade, Kansas.— On the statement for the Meade Publishing Company, we would suggest that you use for the rules and decoration, a color less strong than the dark green, as it brings this out too prominently. It is also rather unfortunate that there is so much space between words in the last line between the rules, especially where a rather condensed letter has been used. Personally, we think that the omission of the last two rules and the centering of the last line, rather than spacing it out square with the one preceding it, would be more desirable. The bill for the Electric Theater would be much more pleasing if it had been set in one or two series of type, rather than a variety of faces which you have used. The heading for the *Liberal News* is an unusual arrangement and very clever.

Logan & Wilhite, Alva, Oklahoma.— We are in receipt of the bill and letter-head which you sent for criticism. Personally, we think that the whole would furnish a better advertising value if some of the matter were set in light type instead of bold type being used throughout. The fact, however, that you have kept it in but few series helps materially in its general appearance. On the letter-head, we think that there is too much color and would suggest that you omit one of the heavy rules above the type matter and one below. We also would suggest that you raise up the group between the two panels about twelve or eighteen points, rather than leave it directly in the center as it now is. The green is also rather cold in tone and we think that a little yellow would brighten it up and improve the general appearance considerably.

John M. Wilson, Milwaukee, Wisconsin.— In regard to the use of gothic letters in combination with the text type, there is some diversity of opinion. While this is a matter, to a certain extent, left to the question of personal taste, and while there may be a lack of absolute authority as to when or when it can not be used, one must consider it in the light of shape harmony. The text letter is extremely decorative and complicated in design, while the gothic letter is severely plain, even to the extent of having no serifs. The combination of these two letters when used in large sizes can not help resulting in a disagreeable appearance, due to the lack of harmony between the two. When, however, the gothic letter is used in the smaller sizes and with large sizes of text letter, this difference of design is not so

noticeable. As between the Caslon Old Style and the Blair, there is not so much difference, and there is little, if any, objection to their use together. We would, however, advise against using them in large sizes on the same piece of work.

CRAFTERS SHOP, Kansas City, Missouri.— We are in receeipt of the booklet, entitled "Beauty," and find a very interesting piece of type-design. Personally, however, we would suggest that inasmuch as the inner pages contain but very little type matter, and that placed in the center of the page with wide margins, you follow the same line of design on the title-page and eliminate the large, open panels, setting the matter in a size to conform more closely with the balance of the pages. Then, too, in itself this title-page is not pleasing in design. The effect as it now stands is that of three narrow panels running in the opposite direction to the shape of the page as a whole. You will, by comparing these three panels with the single panel running parallel with the shape of the page on the reading-matter pages, note the point to which we refer.

THOMPSON PRINTING COMPANY, Philadelphia, Pennsylvania.— We are in receipt of the advertising matter which you sent for criticism and find it throughout excellent in arrangement. We must congratulate you upon your use on most of the pages of but one series of type, as we think that this almost invariably gives better results than where two or more series are used. Possibly on the page devoted to automobile clothing and accessories, the use of a heading in one measure, with the type underneath, would be more satisfactory. Personally, we think that, wherever possible, the widest as well as the strongest type lines should be at or near the top of a page, rather than the short lines at the top. Of course, where the heading is unusually short this can not be avoided, but in this particular case it could be done with but little trouble. Your work on the cover is very pleasing, the advertisement on the third page being unusually good.

OLIVER C. HULSE, Freeville, New York.— We are in receipt of the copies of various numbers of the *Citizen* magazine, together with the commercial specimens. In regard to the magazine, we find that you have made a vast improvement in the general appearance of the work. We still think, however, that there is room for improvement as regards the margins, and would suggest that you make the back margin about two picas narrower and, if possible, shorten up the page so that the bottom margin is as wide, or a trifle wider, than the outer margin. The margin of the book or magazine page, to be the most pleasing, should be the narrowest at the back, a trifle wider at the top, still wider at the front, with the greatest margin of all at the bottom. To determine the proportion of back margin to that of the front margin, many printers take the total space devoted to both margins, divide it into eight parts, and then give three of these parts to the back margin and five to the front. The commercial work is all well arranged, and there is but little opportunity for criticism. We think, however, that the title-page of the circular for the Groton Bridge Company would be greatly improved if there were more variety in the sizes of the various type-faces used in the display. As it now stands, all of the groups are practically of the same strength, and the color over the entire page is rather too even for display-work. A more generous use of white space would help this very materially. The color combination which you have used on the menu for the restaurant is very pleasing, especially on the stock which you have used.

LOOK OUT FOR OVERCAPACITY.

One of the greatest leakages in our plant is overcapacity. As an illustration, I had no more business the other day in putting in a perforator than I had for putting in a flying-machine. When the kind of work it does came in we could job it out, get it done for a few dollars. Instead of that I was aching to have something, and I got it. That has brought up our costs. The expense is going on, the depreciation is going on in that machine right along. If you have confidence in your neighbors and they in you to job out what you have not capacity for doing yourself, there will be a great deal more money in it than if you have an overcapacity that is all depreciation.— *Mr. Curtis, Curtis Printing Company, Minneapolis, Minnesota.*

HOUSTON LEADING THE WAY.

On several occasions THE INLAND PRINTER has been pleased to call attention to what now may be termed "the Houston spirit," which it is to be hoped in time may lay hold of the trade's membership in all parts of the world. In Houston, Texas, printing-crafts employers and employees are working hand in hand in the interest of the coming generation of printers. Not only are apprentices being given full opportunity to master the mechanical and technical ends of the business, but provision is made also for a finished grammar-school education after entering apprenticeship. Out of this coöperation on the part of Houston employers and employees has grown an organization known as the Printers' Devils' Club, composed of apprentices who are most thankful to their benefactors for what is being accomplished in their behalf. To give our readers some idea of what is being done in the Texas city, we present below a letter received from Will A. Zischang, president of the Printers' Devils' Club. The letter-head of the organization, the work of a "devil," is also shown:

WILL A. ZISCHANG, *President* — CLARENCE W. CHRISTIAN, *Vice-President* — HENRY T. HARMON, *Secretary-Treasurer*

Apprentice Commissioners: Henry Stamm, *Chairman*; Henry T. Harmon; Will A Gerloff

PRINTERS DEVILS CLUB
OF HOUSTON Y.M.C.A.
ORGANIZED BY THE PRINTERS' APPRENTICES FOR THE WELFARE OF APPRENTICES OF U. S. A.
REGULAR MEETINGS HELD ON THE FIRST AND THE THIRD THURSDAY OF EACH MONTH

Program Committee: George Bone, *Chairman*; Ed. Saulnier; Frank D'Amico

HOUSTON, TEXAS, October 29, 1910.

Editor, "The Inland Printer":

DEAR SIR,— I have at hand the letter which you wrote to Henry Stamm, former president of the Printers' Devils' Club, which states that you would be glad to favor us in your columns.

The Apprentices' Night School, of Houston, Texas, which is provided by the printing proprietors and typographical union, is progressing to the satisfaction of Mr. E. C. Griscom (ex-president of the Houston Typographical Union, No. 87), who is the organizer of this school. This is the second year of the school and it has an enrollment of twenty-five apprentices. Mr. H. H. Orem, of the Miller & Orem Typesetting Company, is the teacher, and he is a very capable man of practical experience in all branches of the printing trade.

All our arithmetic, spelling and grammar is taught just as it is used in connection with the printing trade. The school is held in a large room in the Young Men's Christian Association building. In connection with the night school, each apprentice is given a full year's membership in the Y. M. C. A.

Now, is not this the greatest step ever taken by the unions and employers toward their apprentices? We feel proud to boast that the Houston Typographical Union, No. 87, is in the lead, and the first to realize their apprentices' needs. Just think, "Houston in the lead!" Ought not this fact make the printers of Chicago and other large cities feel small?

These apprentices appreciate what has been, and is being done, for them, and show it by trying to coöperate with their bosses and doing their duty as they would have them do it.

The apprentices have organized the "Printers' Devils' Club," which holds bimonthly meetings. They have a club-pin which is about the size of a 10-cent piece; it has a red devil in a white triangle and a blue background; the different colors of enamel are separated and outlined with a gold rim. This pin is very attractive and classy.

This club is not only a social club, but gives an opportunity to help one another by bringing specimens of printing turned out in the various offices and studying them carefully.

Thanking you for so favorably obliging us, I am,

"Devilishly" yours,

(Signed) WILL A. ZISCHANG,
President, Printers' Devils' Club.

THE DEVELOPMENT AND TEST OF CHARACTER.

Education takes the man as he is, and turns out the very best product possible. . . . I hold this to be true, that the end of education is the development of character and the test of character is the rendition of service.— *Lyman Abbott.*

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Bartolozzi Red.

(815.) Bartolozzi red is named after Francesco Bartolozzi, engraver and etcher, who was born in Florence in 1727. He is said to have placed stipple engraving on its highest plane and rendered many plates in red. A color which closely resembles this red may be mixed by using orange, four parts; bright red, one part. Earhart's "Color Printer" gives a formula that will be a close imitation of the Bartolozzi red. It is one part orange, one part rose lake, two parts white. This color gives to crayon portraits and reproductions by the high-light process, a finish not possible with other inks.

To Make Ink Print Glossy.

(814.) "Please give a formula of a compound that can be mixed with job ink to make it print with a glossy effect." *Answer.*— The glossy effect may be produced by adding gloss varnish to the ink. This must be done with discrimination, for if too much heavy varnish is added to the ink there will be a minimum of pigment which tends to weaken the color. One part of gloss to ten parts of stiff job ink should increase the brilliancy of the color. If this does not suffice, an impression with gloss varnish, printed from the same form, leaving out the light lines, will improve solids. Ask your ink-dealer to supply you with the varnish.

Specimen of Offset Press Work.

(807.) A Rock Island railroad folder, printed by the combination of typographic and offset presses, is an interesting thing. This specimen is printed on heavy antique white stock with a deckle edge. The black is a transfer from a fine-screen half-tone cut and type. The gold is printed on a type-press and bronzed by the ordinary means. The square half-tone cut looks very much like a photogravure, on account of the tone of ink and the fine screen used. The printing is clean and attractive, and one is inclined to look critically on the back for impression-marks from the type, it is so like typographic printing.

A series of letter-heads illustrating the various machines used by lithographers is received from the Fuchs & Lang Manufacturing Company. It is the intention of this concern to use these letters serially in writing to customers so that each letter will bear a different device. This innovation, no doubt, will be copied widely. This work, which is very attractive, has been produced on their offset press, which is particularly well adapted for commercial work.

Corn Starch to Prevent Offset.

(806.) A Philadelphia pressman writes: "I am an old-time pressman and am interested in Query 752, relating to oiling of packing. Recently, I took a position in a shop and found new conditions, with old presses and an ink I had not been accustomed to. I was troubled greatly by offset. Oil, or a fresh top sheet, did not last long without a smear or smut. One day I heard of a new thing (new to me), so I tried it. It is ordinary cornstarch, which is sprinkled on the top sheet. On soft stock it works like a charm, running a long time without need to renew it. I feared at first that it would cause trouble with the ink or cuts, but no trouble followed. On some hurry-up jobs I mixed it in the ink, or dusted it on the rollers. It works well on hard stock, such as blank-book headings. It is much cheaper than oil, and much better. I used the ordinary Oswego starch."

Starch is used more generally by lithographers than by type-pressmen. The foregoing is well worth trying for those who have work-and-turn forms on short runs. Magnesia and talcum have been used in the same manner for the packing.



A PRESSMAN'S HOME.
Residence of Al Heslop, foreman pressroom, Primo Press, San Francisco, California.

Slurring of a Vignette Cut.

(805.) Submits a four-page work-and-turn circular, 17 by 25 inches, printed on a good grade of enamel stock. It contains large and small vignette cuts, with descriptive matter. The printer explains the trouble with the job thus: "You will observe on the sheets 1 and 2 where a part of the vignette cut is enclosed in pencil-marks, that there is a slight blur on sheet 1 that is not present on sheet 2. It is on this matter we desire information. The half-tone cut seemed perfect, and on sheet 1 the defect occurred on the paper away from the guide. While it has the appearance of a slur, you will notice that on sheet 3, which is the same as 1, in the type and also the edge of the gear cut which extends beyond, there is no sign of a slur. As we could not get this defect corrected we reversed the form, making this cut the guide edge, and the difficulty was overcome. Would be pleased to have your opinion on the cause of this trouble." *Answer.*— The slur appears on sheets 1 and 3 alike,

and extends across the whole form, showing but slightly on the type, and extending inward from edge of the cut about one-fourth of an inch. In the type the slur is slight. Sheet 2 exhibits no slur where it appeared on sheets 1 and 3, but on the opposite edge the cuts show a slight slur, corresponding to the same edge on sheets 1 and 3. The slur shows the gray or weaker print to follow the solid, causing the middle tones to change to solids as the ink is squashed into the white dots. The cause of this trouble may be due to imperfect contact between the cylinder and bed-bearers, or to the condition of the cut. In a difficulty of this nature it would be well to determine first if the cuts are firm to bed and that they can not tilt. Also that the cylinder and bed-bearers have firm contact while the sheet is taking the impression. If the slur were on the cut only we would attribute the fault to the cut. If a weak contact were found between cylinder and bed-bearers, the bringing down of the cylinder a trifle would obviate a slip between these parts and possibly correct the difficulty. Oil on the cylinders and bed-bearers may also cause slipping. Keep these surfaces free from oil.

High-class Presswork.

(811.) The Christmas number of the *Weekly Press*, Christchurch, New Zealand, contains fifty-two pages of half-tone presswork of extraordinary merit. This magazine, with pages 12½ by 18½ inches, and cover printed in four colors, embossed, shows exceptional taste and skill in its make-up and general appearance. The half-tone cuts are printed in black and brown ink, some are bi-tones, having a light-green tint as the under tone. The clean, sharp printing, both of cuts and letterpress, are the features that catch the eye of the critical observer. A number of pages in warm brown inks, depicting charming scenery, can not fail to attract attention, owing to the softness and beauty of tone produced. This effect is due principally to the pressman's efforts, by the use of mechanical overlays. The cover of fawn antique stock is a pleasing contrast to the design, printed in four colors, and embossed in medium relief. The tui, a strange-looking bird of glossy black plumage, perched on a branch of a plant equally odd, is brought out by embossing in a manner that gives a very distinctive and fitting cover. The simple lettering is subordinate in the design and is also in relief. Taking this magazine as a specimen of presswork, it will compare favorably with the best produced in this country.

Tympan for Process Cuts.

(809.) "What kind of tympan do you advise for three-color work? Should a strong overlay be used?" *Answer.*— A hard tympan is desirable. If the cuts are leveled up and made to stand just type-high, there should be very little overlaying done. Should the stock be matt-surfaced, the overlay must be somewhat stronger than for coated stock with a glossy finish. Mechanical overlays are especially suited for process cuts, as they are selective and bring out the various tones, and can be relied upon to give uniformity of resistance. Herein a hand-cut overlay fails, for on a long run, it may, through yielding, show a loss in the middle tones and a corresponding gain of impression in the high lights and vignette parts. To avoid such a condition where the mechanical overlays are not used a tympan may be made of four pieces of top-sheet manila and a few sheets of the lightest S. and S. C. book-paper, just sufficient to bring the tympan surface even with the cylinder bearers. The overlay, which may be made of hard tissue and onion-skin folio, may be placed well down in the tympan. Have it just under the sheets of S. and S. C. book, one of which may be withdrawn after the run has been under way about four hours. A tympan of this character has resiliency enough to prevent the wearing down of the plate, and, if necessary, as the run continues, another thin sheet may be withdrawn. The impression should be just firm enough to cause the ink to be taken from the plates without squashing out or mottling in the solids.

The Tearing of the Web on Rotary Presses.

(813.) A web pressman in a letter to this department in reference to some of the troubles experienced writes as follows:

"The natural, or easiest, part of a web of paper to tear is on the edges. The largest part of a blanketed impression cylinder of any web press is that part coming in contact with the edge of the web of paper where the paper tears easiest. Old web pressmen singe or sandpaper down the unused portions of their blankets to bring them to an equal height with the part of the blanket that the impression comes on. Such treatment of blankets prevents the web breaking and the consequent stopping of the presses.

"When the cylinders are so treated, and paper is in good condition, little trouble occurs. Should it be required to take the strain off the edges of the paper entirely and put it on the sections of the web removed from the edges, crowns may be made for one or two pipe rollers in some part of the web press. These crowns may be made of manila paper or insulation tape. I send you these ideas for publication. There are quite a number of men, many of whom I have met on an extended western trip, who can use the ideas to advantage. In connection with the operation of rotary presses it is always well to remember that the edges of the web of paper (where very often the greater strain is, and where the paper naturally tears the easiest), are generally shorter than other portions of the web. The above facts should be well established in the memory. Many pressmen seem to forget them."

Varnishing Gives a Higher Finish to Post-cards.

(810.) A printer in a small town submits two specimens of local-view post-cards, printed in black ink. One had received a very light coating of varnish, while the specimen he produced depends altogether on the make-ready and the ink for its pictorial effect. In writing, the printer desires to know why his specimen lacks the finish of the varnished one. He explains further that his work is printed upon an old-style platen press, and asks if his product can be raised to a higher plane. *Answer.*— The varnishing or burnishing of post-cards has the effect of brightening the color and heightens the contrast in monotone work. This is no less true in colorwork, the effect being quite noticeable if a comparison is made between the varnished and a flat-finished card of the same view. However, if the matter is considered from the artistic point of view, the dull-finished card, if well printed, will be the more acceptable. Varnishing will cover a multitude of defects. In the specimen referred to, the ink appeared squashed out in the middle tones and solids, and would have appeared weak but for the thin coating of varnish. Printers in small towns depending upon the output of platen presses are placed somewhat at a disadvantage in competing with concerns capable of handling full-sized sheets, that may possibly be varnished on the premises or sent to a finishing-house for completion. There is a compensating feature, however. These small printers may, by the quality of their work, secure and hold much of the local-view cardwork where small runs are involved. To do this successfully the presswork must be of the highest grade, for, without it, the proper rendering of

the tone-value of the cuts is impossible. Having a reasonably good stock, the combination of skilful make-ready with the best grade of ink suited to the stock should give the desired results. The first step toward this end is to have good rollers; they should be firm and springy, not too hard nor dead to the touch. The platen should be leveled up, and the form locked a trifle below the center, if printed on the clamshell type of press. Do not take chances of straining the press by carrying too heavy a form. Also, only build under the plates to level up, and this with paper. Avoid packing behind the form with heavy card or press board, as this tends to cause the rollers to strike the edge of the cuts with undue force. The rollers should turn, and not slide. Have the impression strong enough so as to obviate the use of more than one thin pressboard. A mechanical overlay outfit is advisable for this class of work; in absence thereof, hard-cut or spotted-up overlays will answer. The use of excessive pressure on half-tone cuts should be avoided, as it always causes smudgy prints. Too much overlaying is a direct cause for the mottled appearance in the middle tones, especially when coupled with weak-bodied inks. Herein lies the simplicity of the mechanical overlay. The pressures are proportionate to tone-value, and, being selective, can not be too strong relatively. Make your overlay simple, using the minimum of pressure and combine with this a suitable ink. These are the main features of good half-tone presswork.

Imperfect Register of Ruled Blanks.

(808.) Submits two ruled headings having close ruling in the faint lines, the type-lines which should register at the head and foot strike out, upward. A measurement shows that the fault in registering is partly due to the ruling, but the greatest error is with the pressman, who has failed to prevent the ruled sheet from sagging between the head and foot lines. The pressman's letter is as follows: "We have a lot of ruled work like sample to get out on a pony cylinder. I put on the form and run about ten sheets. They printed like sheet No. 1, then possibly three or four will print like sheet No. 2. I tightened the recoil-spring under the press and it would probably print fifty sheets correctly, and then there would be a variation in a dozen or so. I tried setting down the cylinder on the bearers, and then I moved the segment a trifle toward the grippers, then loosened the recoil-spring and moved it up a little at a time, but it was no use, it did not help matters. Trusting you can reply at once." *Answer.*— As the pressman is somewhat lacking in experience we replied by mail, calling attention to several errors of judgment. In the first place, the ruling was out nearly two points, which caused the head lines to strike close to the red lines of the ruling. The bottom lines struck out fully six points, owing to the sagging of the sheet. With this blank it was not possible to pass a tape under the cylinder to hold the sheets to the packing, because three lines of instructions extended the full width of the form. Under the circumstance it becomes necessary to hold the sheet upward by another means. Roll up, scroll-wise, a piece of heavy wrapping-paper, well oiled. In length make it equal to the distance between the cylinder bearers. In width, have it so the lower edge will extend, when inside the sheet-guards, down almost to the form. This sheet, which may be doubled, having the concave side toward the cylinder, should be attached to the top of the sheet-guard rod, and when placed in position turn the machine until the grippers are down to the form. Then set the sheet-guards to the paper, fairly tight, starting with the two middle bands. When the sheet is attached, the machine can not be readily backed, as the shooflies and grippers may tear or lift it out. However, this sheet will cause blankwork of this character to be held close to the packing, and, in a measure, will maintain register. The lack of fundamental knowledge of machinework is evident from a part of our correspondent's letter. His efforts toward correcting register by lowering the cylinder and by increasing the buffer-springs tension are, of course, the result of imperfect training. Such lack of knowledge will, however, be a thing of the past when the School of Presswork becomes a reality. The apprentices will be taught that each part of a machine has an office to perform in the production of printed matter. The theory, as well as practical press mechanics, will be well drilled into them, so that permanent adjustments will not be touched, nor will experiments be made toward correcting a difficulty. The apprentices will be taught to differentiate between real and imaginary troubles, and the various causes and the effects they produced will be fully and clearly explained, so that a beginner or journeyman will have an opportunity to get a fundamental knowledge, now a rare thing.

Fire Risk in Printing Plants.

(812.) Owing to the constant demand for an ink and grease solvent in printing-plants an immense quantity of benzin is used yearly in this country. The large use of such a volatile and inflammable petroleum product is in a way responsible for the high insurance that is saddled upon the trade, and is in part the reason for the restrictions and regulations adopted by city ordinances and the arbitrary rules enforced by the Underwriters' Association. The urgent need of a safe and inexpensive solvent has long been felt by the trade, but as far as we know there has been no concerted movement by printers' boards to have such a solvent made a commercial possibility. The only relief experienced has been through the use of patent detergents compounded by various chemical manufacturers. An ideal noninflammable, nongreasy liquid that will quickly dissolve the various vehicles used in inks is about to be evolved, but for a time benzin must still be largely used in press and composing-rooms. The Underwriters' Association recognizing this condition permits the printer to store and use a small quantity of benzin. This rule in itself carries an element of danger, owing to the restriction placed upon the size of the so-called safety cans. A report on the recent disaster in Newark by the expert commissioned by the American Museum of Safety of New York city contains the following reference to gasoline cans: "A great mistake is made in asking a person to carry only one gallon of gasoline and specify that a one-gallon safety can shall be used. If a person is authorized to carry one gallon of gasoline, he should be instructed to use a two-gallon can, for the reason that nearly every so-called safety can is short in measure; consequently, when he tries to put a gallon of gasoline into one of these short-measure cans, it is brought into a building filled to the top, running over or dripping. Of course, this is all right until the fatal spark comes; the expansion is so great when a flame starts that in a few seconds the gasoline is boiling over and causing a great fire.

To safeguard the use of such inflammable liquids, it is suggested that, if a permit to carry one gallon of benzin is granted, it should be in a two-gallon can; for two gallons of any volatile liquid, a three-gallon can, etc. There are a few cheap safety cans on the market and in use which are not any safer when it comes to a fire than a bottle or jug. This can be proven in an open-air test.

Many of these gasoline fires and explosions are due to a cause of which the public is little aware. A majority of gasoline fires do not come from the sources that the people believe. There are certain atmospheric conditions, in which

the temperature is just right, when a majority of people are able to throw off a spark of electricity on the principle of static energy; for instance, a metallic funnel or any piece of metal in their hands would form a better electrode, so that when the funnel comes in contact with the opening of a metal can or tank a spark is caused. If the vapor is in a proper condition or, in other words, if the temperature is just right, a proper mixture of air and hydro-carbon gas is formed. Then an explosion occurs. Of course, people wonder how it happened. At the same time, if the can or tank had been provided with a fire-screen and other safety devices, similar to those you have on exhibit in the Museum of Safety to-day, these accidents could not occur.

At the Museum of Safety is a collection of safety devices for the use of gasoline and other volatile liquids, accepted by the museum's board of approval. The museum, at 29 West Thirty-ninth street, is open daily, except Sunday and evenings, and the general public, municipal officials, factory inspectors, chiefs of fire department, employers and workmen are cordially invited to inspect and study these devices, which will be demonstrated on request. Other safeguards in different industries and trades will repay examination.

The foregoing is interesting and to the point and shows that a short-sighted policy has long been pursued by printers and insurance boards. However, it is obvious that the effort to correct this condition will have to be made by the insured rather than by the risk companies, for if an absolutely safe solvent is found, then printers can, with justice, demand a reasonable insurance rate. THE INLAND PRINTER has long recognized this twofold evil — an unsafe detergent and a high insurance rate as a result, and has by research and experiment found a perfectly safe solvent in tetrachlorid of carbon. This compound of carbon with chlorid is a thin transparent liquid, insoluble in water and having an agreeable odor. It has a specific gravity of 1.599 and boils at 170.6° F.

Tetrachlorid of carbon is an active solvent of varnish and all vehicles used to carry pigments. Its volatile nature and lack of inflammable properties make it a safe and complete compound for printers' use. As commercial chemistry is yet in its infancy in this country, it has possibly been found necessary to place a duty of twenty-five per cent ad valorem upon this useful solvent, and as but comparatively little is made in this country, it is imported principally from Germany and Switzerland, where it is made from by-products. Its present cost and manner of distribution inhibits its use for the present. The cost in steel drums of 1,250 pounds is about 8½ cents per pound. In smaller quantities the cost is double. It is used principally by dry-cleaners, and may be diluted up to fifty per cent with benzin and still remain safe to an open flame.

INKS MAY COST MORE.

It is very evident to the man who keeps posted upon current events that the price of ink is bound to go up and stay up for some time to come, if the manufacturers expect to make a profit — or even expect to keep from making a serious loss.

Everybody knows that linseed oil comprises a very large part of the composition of printing-ink. Linseed oil has advanced in price more than one hundred per cent during the past few months and there is every indication that it will continue to advance for some time to come, and there is very little likelihood of its coming down to a normal price again for at least a year under the most favorable circumstances.

A year ago linseed oil sold at 42 cents a gallon. At present it is hovering around the $1 a gallon price. The Government reports show a flaxseed crop condition of something less than fifty per cent. That means that the crop is more than fifteen million bushels below the amount which is annually required in the regular commercial channels, which includes the manufacture of inks and varnishes.

This flaxseed shortage naturally puts up the price of linseed oil, under the law of supply and demand, and there is nothing to bring it down again until next year's crop of seed is ready for the market. There is practically no substitute for linseed oil, except, perhaps, cottonseed oil, which at best is a poor substitute, and the shortage in the cotton crop this year makes that kind of a substitute rather expensive even where it can be used, which is not in the manufacture of lithographic inks and varnishes.

If next year's crop is large enough to make up for the shortage this year — which is almost impossible — the price will undoubtedly be lowered during the winter of 1911-12, but if only a normal crop is grown next year there will not be enough to make up any of the deficiency, as the normal crop of flaxseed is just about used up by the regular annual demand, so it will take several years with normal crops to make up for the deficiency of this year.

The increased cost of linseed oil has already resulted in an advance in the price of ready-mixed paint from $1.35 to $1.75 since last spring. There is little reason to doubt that the price of lithographic inks will also be advanced.

The normal price of flaxseed is about $1.35 per bushel, while it is now quoted at about $3 per bushel.

In case of an increase in the price the buyer will naturally want to know what to attribute it to. In this case he may be sure he is right when he blames it all on the scarcity of flaxseed.— *National Lithographer.*

CANADA'S NEW SUPERINTENDENT OF PRINTING.

The *Sentinel-Review*, of Woodstock, Canada, under the heading "A Good Appointment," has this to say of our friend Fred Boardman:

"Mr. Fred Boardman, of Montreal, who has recently been appointed to the position of Superintendent of Printing at the Government Printing Bureau, at Ottawa, is one of the best-known men in the trade in Canada. The appointment is an exceedingly popular one, as there is probably no man in Canada better qualified to fill the position. For a number of years past he has been superintendent and manager of the Montreal *Herald's* job department, which is one of the largest of its kind in Canada.

"Mr. Boardman was born in Owen Sound about forty-eight years ago, his father being one of the prominent citizens of that town. He learned his trade in Owen Sound and then came to Toronto, where he worked in a number of the large printing establishments, among them the Methodist Book and the Miln-Bingham Company. When he left for Montreal, some eight years ago, to assume the duties of superintendent and manager of the Montreal *Herald's* job department, he was superintendent of the Miln-Bingham Company.

"Mr. Boardman was one of the delegates of the Montreal Printers' Board of Trade who attended the Second International Cost Congress of Employing Printers, held at St. Louis, Missouri, last month. He has been for years much interested in printing costs. The government is fortunate in its choice to fill the position of Superintendent of Printing."

Written for THE INLAND PRINTER.

HARMONY OF COLORS.

NO. VIII.— BY J. F. EARHART.

COMBINATIONS WITH BLUE.

BLUE will form good combinations with any of the colors lying between Nos. 1 and 7 of the diagram, in their normal state, or when reduced with white or modified with gray or black. Blue will appear well when printed upon a buff or yellow tinted stock. An ultramarine blue will show to good advantage upon a greenish-yellow-tinted stock. An opaque blue will produce a good effect when printed upon a yellow-gray-tinted stock.

In printing blue or other colors upon gray or dark-tinted papers, it is well to know that the opacity of the color can often be very much increased by the addition of a good white ink to the color to be used. Say it is desired to use a medium blue ink upon a deep gray stock, and the blue selected is not opaque enough to completely obliterate the color of the stock; now, the question is, how can this fault be remedied, and still permit the printer to use a blue that is about medium in tone? By taking the medium blue selected and adding to it an equal amount of a good deep mineral or bronze blue, and then bringing the mixture back to a medium tone by the addition of a good zinc white, the printer will have a blue which will be sufficiently opaque to produce a good result; and besides this, the addition of the white will aid the drying of the color. Of course, this same method of procedure can be applied to other colors with equally good effect.

Where two colors are desired, blue and orange will often prove very effective, especially if the blue be made very deep.

Light blue and orange-black will be very effective upon a buff-tinted stock. This combination will be exceedingly good upon an orange-gray or yellow-gray-tinted stock.

Some fine neutral tints of cover-papers are now sold by nearly all paper-dealers, which are specially suitable for combinations of two or more colors; notably the Maltese-gray and Dixie-gray of the Princess covers and the Havana-brown and Oxford-gray of the Herculean covers.

A combination of light blue and orange-black or light blue and red-black will look exceedingly well upon any one of these shades of cover-paper. A light blue and dark blue will also combine well with these shades. Dark blue and orange will produce a very good effect upon all these shades of cover-paper, and especially upon the Havana-brown.

A combination of dark blue inclined to violet and yellow will appear to good advantage printed upon these papers.

In the following list of combinations with blue, we have selected the ones which will prove the most effective for general printing. Of course, slight variations are allowable, and in some cases it may be found that a slight variation in color will produce a better effect than by adhering rigidly to the colors as given in the list. As remarked before, it is necessary that all rules for obtaining harmony of colors must be more or less flexible, depending to a great extent upon the nature and arrangement of the matter to be printed.

COMBINATIONS WITH BLUE.

Blue, red, and gray.
Blue, red, and red-gray.
Blue, red, and yellow-gray.
Blue, red, and blue-gray.
Blue, red, and yellow-olive.
Blue, red, and green-yellow.
Blue, red, and yellow-brown.
Blue, red, and orange-black.
Blue, red, and red-black.
Blue, orange, and gray.
Blue, orange, and yellow-gray.
Blue, orange, and blue-gray.
Blue, orange, and green-yellow-gray.
Blue, orange, and pale green-yellow.
Blue, orange, and pale yellow-brown.
Blue, orange, and pale yellow-olive.
Blue, orange, and dark yellow-brown.
Blue, orange, and dark yellow-olive.
Blue, orange, and orange-black.
Blue, yellow, and gray.
Blue, yellow, and red-gray.
Blue, yellow, and red-black.
Blue, yellow, and yellow-gray.
Blue, yellow, and yellow-black.
Blue, yellow, and blue-gray.
Blue, yellow, and pale green-yellow.
Blue, yellow, and yellow-brown.
Blue, yellow, and yellow-olive.
Blue, yellow, and orange-black.
Blue, yellow, and dark yellow-olive.
Blue, yellow, and dark crimson.
Blue, green-yellow, and gray.
Blue, green-yellow, and yellow-gray.
Blue, green-yellow, and red-gray.
Blue, green-yellow, and red-black.
Blue, green-yellow, and orange-black.
Blue, green-yellow, and dark yellow-olive.

COMBINATIONS WITH VIOLET.

Violet will combine well with any of the colors lying between Nos. 4 and 9 of the diagram, in their normal state, or when reduced with white or modified with gray or black.

Violet forms its strongest contrast with its complement yellow. It will show well upon a pale-yellow or buff-tinted stock. A deep violet will appear exceedingly well upon the Dixie-gray and Havana-brown cover-papers. A light violet will produce a very good effect when printed upon the Lincoln-green Herculean cover.

When it is desired to use two colors, then a light violet and orange-black or green-black will produce an excellent effect upon the Lincoln-green cover. This combination will also be very harmonious upon the Dixie-gray and Havana-brown papers. Deep violet and yellow will also appear very pleasing upon these papers. Also violet and greenish-yellow will combine well upon any of these neutral tints.

A blue-violet and yellow-orange will produce an excellent effect upon the Dixie-gray and Havana-brown papers.

As stated before, in using colors upon gray or dark-tinted papers, the colors should be made as opaque as possible, so that they may obliterate or completely hide the color of the paper, without the necessity of piling on more ink than is necessary to get a clean impression.

In the following list of combinations with violet, it will be noticed that a smaller number of good combinations can be formed with that color than with any other color shown in the diagram. At the same time a greater number of good combinations can be formed with its complement yellow than with any other color.

COMBINATIONS WITH VIOLET.

Violet, yellow, and gray.
Violet, yellow, and yellow-gray.
Violet, yellow, and yellow-green-gray.

Violet, yellow, and pale violet.
Violet, yellow, and yellow-olive.
Violet, yellow, and pale yellow-brown.
Violet, yellow, and orange-black.
Violet, yellow, and violet-black.
Violet, yellow, and dark olive.
Violet, green-yellow, and yellow-gray.
Violet, green-yellow, and yellow-black.
Violet, green-yellow, and orange-black.
Violet, green-yellow, and dark olive.
Violet, green-yellow, and pale violet.
Violet, green-yellow, and yellow-olive.
Violet, green-yellow, and yellow-brown.

COMBINATIONS WITH PURPLE.

Purple will combine well with any of the colors lying between Nos. 5 and 10 of the diagram, in their normal state, or when reduced with white or modified with gray or black. Purple will show to good advantage when printed upon very pale yellow or yellow-green tinted papers.

A light or medium purple will show exceedingly well printed upon the Oxford-gray and Maltese-gray covers. A light purple printed upon the Lincoln-green cover will produce a fine effect.

When two colors are desired, then a deep purple and yellow upon the Havana-brown or Dixie-gray will be hard to beat. Deep purple and yellow-green will also be very harmonious upon these papers. The same combination printed upon the Lincoln-green cover will produce a fine harmony. A light purple and green-black will also combine well upon any of these neutral-tinted papers.

In the following list of combinations with purple the printer will find many pleasing effects.

COMBINATIONS WITH PURPLE.

Purple, yellow, and gray.
Violet, yellow, and yellow-gray.
Violet, yellow, and yellow-green-gray.
Violet, yellow, and pale violet.
Violet, yellow, and yellow-olive.
Violet, yellow, and pale yellow-brown.
Violet, yellow, and orange-black.
Violet, yellow, and violet-black.
Purple, yellow, and purple-black.
Purple, yellow, and dark olive.
Purple, yellow, and green-black.
Purple, yellow, and dark olive-green.
Purple, green-yellow, and yellow-gray.
Purple, green-yellow, and yellow-black.
Purple, green-yellow, and orange-black.
Purple, green-yellow, and dark olive.
Purple, green-yellow, and pale purple.
Purple, green-yellow, and yellow-olive.
Purple, green-yellow, and yellow-brown.
Purple, green-yellow, and dark olive-green.
Purple, green and gray.
Purple, green, and yellow-gray.
Purple, green, and yellow-green-gray.
Purple, green, and yellow-olive.
Purple, green, and pale yellow-brown.
Purple, green, and pale yellow-green.
Purple, green, and yellow-black.
Purple, green, and green-black.
Purple, green, and purple-black.
Purple, green, and orange-black.
Purple, green, and dark olive.

IF you would win a man to your cause, first convince him that you are his sincere friend.— *Cottrell's Magazine.*

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address the Inland Printer Company.

Transferring Solution.

Bruce H. Green, Wilberforce University, writes: "Some time ago I saw in your periodical the formula for a transferring solution. Recently I have been unable to find the same. Will you kindly send me such a formula or tell me where to find it? The solution desired is one that will transfer pictures or print from paper." *Answer.*— The solution that is sold over the country for this purpose is made about as follows: ¼ ounce of common yellow soap is cut into shavings and dissolved in 16 ounces of hot water. When cool, ¾ ounce of spirits of turpentine is put into it and the liquid well shaken. To use this, wet the print, from the back by preference, with this solution. Turn the print face down on the paper or other material it is desired to make the transfer on. Go over the back of the print with a burnisher, or silver spoon, in one direction only, seeing to it that the print does not slip, and you will find the print transferred.

Enamel on Steel.

L. M. H., San Jose, California, writes: "I wish to use the photogravure process in etching steel plates, and as I have only had experience on zinc and copper, etching with iron, I have had trouble to get the enamel to hold well. Any information you can give me will be appreciated. Are there any works published on this particular subject that I can get?" *Answer.*— I have never seen anything published on this subject except in this department. The writer experimented for a long time before learning the reason why enamel lifted from steel plate so easily. It was due to the grease left in the steel by the polishers to keep it from rusting. Put the steel plates in strong warm lye first, then wash and dry. Go over the polished surface with the finest emery to give it a slight tooth. The enamel used must be absolutely free from acid. This can be done by adding ammonia to it until it is a light straw color and test it with litmus paper to be certain it is alkaline. I used the same enamel on steel that was used on copper.

"Flashing" or "Padding."

The practice of giving a supplementary exposure called "flashing," or "padding," when making screen negatives, is not a good one, and should never be resorted to if it can be avoided, says the *British Journal of Photography*, and continues: "The only time when it is found that the ordinary exposure without 'flashing' will not do what is required, is in the case of originals of great contrast — those having, for example, a range that is greater, say, than 16 to 1. In such cases the operator finds that if he attempts to get a dot in the shadows, the high lights are overexposed, or if he stops exposing when the high lights are no more than sufficiently exposed, then there is no dot at all in the shad-

ows. Then 'flashing' becomes necessary if dots are to be secured in the shadows. Too much 'flashing' ruins the whole tonal value of the reproduction. It should never exceed an amount that will reduce the scale of contrasts in the original to less than, say, 16 to 1. The practice is in general to be deprecated; it should never be adopted except in the case of severely contrasted originals, which can not be doubly photographed, and then only for the minimum time, with a small stop, otherwise the reproduction is certain to look flat, without vigor and detail."

Engraving Coffin Plates.

J. W. O'C., Boston, Massachusetts, writes: "I read your 'Engraving Notes' every month. I am studying in an art school nights, and am making a specialty of lettering. I would like to know your opinion of the enclosed sketches and designs, which are original, not copied. What I want to know most is — how to transfer such designs to metal, like coffin-plates, so that I can practice engraving them. Can you tell me how to do it? It will interest other readers besides myself, I am sure." *Answer.*— These monogram designs you enclose are most excellent and show you have special talent in that direction that should be valuable to you. The good old-fashioned way to transfer designs to metal is to coat the metal with a thin film of white wax containing some whiting. A tracing of the design is made, the back of tracing-paper rubbed over with blue pencil. The tracing is then placed face up in its proper position on the metal and once more traced, when the design is outlined in blue on the wax. With a fine roulette or needle point the design is etched lightly into the metal, the wax removed and the plate is ready for engraving. Most engravers draw the lettering direct on the wax, using fine pumice powder to give the wax surface the necessary tooth for the pencil.

Penrose's Pictorial Annual for 1910.

The fifteenth annual volume of this who's who and why in the photoengraving world has just reached this country. It shows through its illustrations the progress the year 1910 has made in processwork over the years that have gone before. The frontispiece is from the Rembrandt Photogravure Company, which was the pioneer in rotary photogravure work. Offset presswork is shown both in line and half-tone. The three and four color prints are numerous and beautiful and there are an increased number of prints in two colors. The half-tones in one printing are the best that the continent of Europe can furnish. There are besides about fifty timely articles. Some of the American contributors this year are: F. J. Trezise, N. S. Amstutz and Louis Flader, of Chicago; G. E. Dunton and E. G. Gress, of New York. Many of the other writers are well known to readers of this department, like A. J. Newton, A. J. Bull, Major-General Waterhouse, H. O. Klein, Arthur Payne, Lumiere & Seyewetz, W. T. Wilkinson, C. E. K. Mees, Howard Farmer, C. E. Dawson and the editor, Mr. William Gamble. Tennant & Ward, 122 East Twenty-fifth street, New York, are the sole agents for this annual, though The Inland Printer Company will supply copies. The price is $2.50.

Asphaltum of Increased Sensitiveness.

Dr. Edward Valenta has published further experiments he has undertaken toward making asphalt or bitumen more light-sensitive. For the translation we are indebted to the *Process Engravers' Monthly.* Doctor Valenta writes: "The apparatus necessary consists of a glass retort, about fifty-three ounces, united by a cork stopper (rubber can not be used) to a worm or some other condenser. The retort is heated in a water bath. We place in the retort three ounces, 230 grains, of pulverized bitumen of Judea (asphalt), letting it dissolve in 18 to 20 ounces of carbon bisulphid. After complete solution we add in small amounts, vigorously shaking after each addition, 93 to 124 grains of chlorid of sulphur previously diluted with at least 338 minims of carbon bisulphid; fastening then the retort to the condenser, the water bath is heated until the contents of the retort begin to boil, at about 122° F. Hydrochloric acid is released and a little sulphuretted hydrogen. Distillation is carried on until about a third of the carbon bisulphid is evaporated. If at this time the liquor is clear and contains no more hydrochloric acid, the operation is stopped, the contents of the retort poured into a large bottle and 70 ounces of benzin added to it. The retort should be rinsed out several times with some of this benzin to prevent any loss of asphalt. The solution thus obtained must be filtered and it is ready for use. For lithographic work add to it about two per cent of essence of lavender. The sensitive of this asphalt resist on metal is almost comparable to that of bichromated albumen. Good results are often obtained from a line negative in three minutes of sunlight. To develop the asphalt print pure turpentine is used, or, with the addition of naphtha, which in the case of a thick film of this resist has been found necessary. This new sensitized asphalt has been used with success in the Imperial Photographic Institute at Vienna.

A Debt Due the Photoengraver.

Mr. H. Gatchel, of Gatchel & Manning, Philadelphia, in an address before the printers said, among other valuable things, the following: "I wonder whether the printer fully realizes and appreciates how much credit is due to the photoengraver for the vast strides and improvements that have been made in the printing industry in the past twenty-five years? Note the wonderful developments that have been made in printing-presses, inks, rollers, papers, etc., to meet the requirements of photoengravings; note the vast increase in printed matter, as well as the broadened variety of the product, most of which are of value and exist chiefly because of the illustration displayed therein — such illustrations having been made possible by the skill and the comparatively inexpensive product of the photoengraver. Consider the vast influence that the product of the photoengraver has had in widely disseminating knowledge throughout the world by means of pictures, educating through the sight even the most illiterate. Schoolbooks of to-day are bright and attractive with illustrations, facsimiles of photographs. Compare these with the dull books of the past, with absurd and grotesque woodcuts illustrating scenes that never existed. The interesting question surrounding photoengraving was always that of price. Latterly this question has been greatly modified, most customers now, especially among the better class of buyers, making price secondary to quality. If a half-tone is worth having at all, it is worth while to have a good one." In speaking of the oft repeated query as to the cost of a design and engraving for a catalogue, he said: "It is a much better plan to say to an engraver: 'Get me up a sketch for a cover and keep the entire cost within a certain specified sum.' In such cases the customer would invariably get the best results obtainable with the money expended." Among the false economies, he mentioned the buying of cheap photographs by the customer and then expecting good half-tones. Above all things, photoengravings should not be rushed; the best results were obtainable when maximum care and attention could be given to every detail.

Turning Negatives, a Difficulty.

Several photographers in Philadelphia have asked the writer to solve this problem: Many of their half-tone negatives, which were shown, have, when turned, shiny spots on the glass side which give "lack of contact" when printing. They have attributed the trouble to the collodion, the cotton used in it, the rubber and the turning collodion, without locating the difficulty. *Answer.*—Would not the following explain the reason for this trouble? These shiny spots indicate that there is a film of air between the film and the glass. Just as a large air bell looks if it is allowed to dry between the turned film and the glass support. How do these air spaces get there? It will be found that they only occur with negatives that have been "cut" and intensified. Let the negative be one of black letters on a light ground and the shiny spots will only show in the black letters. This gives a clue to the problem. When intensifying such a negative the copper and silver precipitate only on the light ground, between the letters, and they make the negative film considerably thicker where these metals precipitate. Do not underestimate this increase in thickness, for one successful process for making relief plates was founded on the building up of the negative film by intensification with copper and silver until the relief was so great that the negative was electrotyped and printed from. When a half-tone negative has been increased in thickness in spots by intensification and "cut" in other spots, thus reducing the film's thickness, it is to be expected that when such a film of varying thicknesses is turned over and squeegeed to a perfectly flat surface like glass that the thinner portions of the film will not come into intimate contact with the glass but leave these air spaces that are found to give lack of contact in printing. How to remedy the trouble? Well that is another question. Let us be sure that the above explains the cause. Any light that readers can throw on this subject will be appreciated.

Splitting Paper.

I. Simon, Brooklyn, writes: "I have a Hebrew book to reproduce in facsimile. It is of a kind that can not be matched with modern-faced type. What I should like to do is to engrave the letters sunken so I can pull transfers from the engravings and print them either from stone or an offset press. Some one told me that I could split the leaves of the book and print from them direct on the sensitized zinc plate; then I would get my intaglio plates all right. I tried this with leaves that had no printing on the back and got fine results. Now, if THE INLAND PRINTER can tell me how to split the leaves that are printed on both sides I will be on Easy street." *Answer.*— Splitting paper used to be quite common in the days before banknotes were printed on the safety paper containing silk threads, which prevents it. The writer has been quite successful in splitting paper in this way: One ounce of Cogniet's Golden Seal gelatin was soaked in cold water until it absorbed as much water as possible. It is then melted in a water bath of boiling water and one grain of chrome alum stirred into it. Pieces of strong muslin, a little larger than the leaves of the book to be split, are coated on one side with this hot gelatin and dried. The leaves of the book are then soaked well in warm water, after which they are laid between two pieces of the gelatin-coated muslin that has been soaked for a short time in cold water. The muslin containing the leaf is run through a copperplate press between blotters to remove all the moisture possible. By pulling the two pieces of muslin apart now it will be found that one page of the leaf is sticking to each piece of the gelatin-coated muslin. To remove the split pages it is only necessary to soak the muslin for a time in warm water and transfer the pages to glass where they are allowed to dry under pressure. An improvement in this procedure is, after the muslin sheets come from the copperplate press, to lay them on a hot plate and iron the upper side with a hot flatiron, so as to dry the gelatin on the muslin without drying the sheet of paper that is to be split.

A BOOST.

BY AN AMATEUR RHYMER.

THE INLAND PRINTER'S the thing for me,
A paper for critics all agree.
A fund of information it
With the profession makes a hit.
Departments there are covered well;
You do the asking; they will tell.
The compo. sees his job reborn
Of all superfluous trimmings shorn.
He learns the way that leads to might,
And to his art imparts the light
Which sheds a brilliance o'er his work
And shows where errors in it lurk.
The proofroom work is covered here,
Although to many 'twould appear
That men of brains need not apply
For increase in their trade supply;
The comma chaser's oft in doubt,
A stormy way's the pencil route.
A pressmen's heart oft in him sinks
With mess of presses, papers, inks;
The finisher of most work, he
On many jobs is oft at sea.
He seeks the fount of learning sure,
A draught of wisdom to procure,
His troubles come to sudden end—
THE INLAND PRINTER is his friend.
The binder in his world art—
Artistic in his chosen part—
Takes no mean share in the debate
Of matters useful to relate.
And thus the various branches here
Are urged to bring their doubt and fear;
No question underneath the sky
Too small for thought, too large to try.
Discussions taken up and given
Publicity this side of Heaven.
So here's a long life to the sheet;
It helps to put me on my feet;
When clouds on my horizon form
The I. P. dissipates the storm.

OYSTERS PLURAL.



Foreman Bignix Buzz—"Ain't this a mistake here: 'Oysters Stew, 25 cents'? You mean 'oyster stew.'"

Hotel Proprietor—"No, I don't; we put more'n one oyster in our stew."—*Chicago Evening News.*

FOURTH ANNUAL MEETING OF THE PRINTERS' LEAGUE OF NEW YORK.

It was a somewhat unusual gathering that confronted Chairman Driscoll as he called to order the fourth annual meeting of the New York branch of the Printers' League. The place was the Hotel St. Denis and 145 sat down to a dinner which sustained the reputation of the hotel.

The significant feature of the meeting was that though held in New York there were present presidents of three other employers' associations, and the chief intellectual feature was the discussion of how employers' associations of New York could be brought to the point where effective joint action could be secured.

President Driscoll sounded the key-note in his welcoming address. First he referred to the presence of ladies as flattering and a good omen. Then he gave a short exposition of the league's position toward organized labor and its accomplishments in dealing with the unions.

Mr. Driscoll then discoursed on his organization's latest proposal, saying, in part: "Now as to the league's offer to other associations of employers. The plan to form one organization of all societies in New York is the league's method of showing you its willingness and desire to support any measure or measures of interest and benefit to the trade at large. To forget differences of opinion and of creed. To be fair and just and to join in the movement without any hope or desire of increasing its membership thereby, but rather to formulate a plan, as it has done, to encourage and strengthen each organization taking part, but at the same time to make possible some scheme so that every member of each organization may participate in whatever of interest there is to him in all the organizations without the necessity of paying excessive dues, or numerous dues, for that purpose. It aims to make the employers of the city of New York one big family — a union — the interests of one the concern of all; harm done to one a cause of resentment of and correction by the many; the improvement of conditions in the various trades allied with printing the battle-cry of the mass and concerted and properly directed action by that mass to make such possible.

"All that we hope for now is of a purely local character. But we feel that out of it will grow that great national body of employers, the hope of which was expressed in St. Louis, and to accomplish which the Cost Commission will no doubt bend every effort.

"No one hopes more earnestly than I that the Commission will be successful, and it is for that reason that I urge the getting together of all the printers, binders, electrotypers, etc., in New York so that we may join that national organization as a unit. And may I be pardoned for my egotism, but I want to see New York city lead this movement. I want to see New York in a position to say to the Cost Commission that we have one big solid society here; Chicago, St. Louis, Boston, San Francisco and other centers can surely do the same. Then all can come together and the rest of the country will very soon follow.

"Do not let us go away from here to-night without accomplishing something. That has been the usual outcome of printers' meetings in the past. I feel safe in saying that there is not a right-minded employer in the United States who does not wish for this to come about. The only question is how to do it. The league has advanced a plan. It may not be the one you will finally adopt. It was prepared to give you food for thought, and at least something to pick to pieces and on which to build.

"There are a hundred employers here. One hundred concerted and individual actions to bring this movement to a satisfactory termination would prove successful. Will you do it? Or will you go away from here to think it over and possibly conclude that it will take too much time, consume too much money, give your fellow printer too great an advantage, help one organization to steal members from another, or what-not. Oh! I can think of a thousand reasons you may advance to delay once again taking action on a plan that you so much desire yet fear to tackle.

"I say to you, gentlemen, forget all those. Have in mind the one great fact that to get together in one organization is as essential to our welfare as the daily food we eat is to our continuance in this life. Let us do it and do it now."

During the evening the by-laws of the proposed association were read. The tentative name is "Amalgamated Societies of the Graphic Arts of the City of New York and Vicinity," and its functions rather take on the character of a clearing-house for the troubles of affiliated organizations.

In the discussion that followed, Charles Francis emphasized the thought that the worker had to be reckoned with in these days, as the age of "employer and employee" had superseded that of "patrician and plebeian." Former Congressman Little contended that labor and capital were interdependent and the laborer should render every possible assistance to the so-called capitalist, and vice versa. William H. Van Wart scored labor organizations and employers for neglect of apprentices, the offspring of which was the incompetent workman against whom employers were always railing.

Expressing the opinion that all New York printers should get together in our organization, Chairman Driscoll introduced President Schalkenbach, of the New York Typothetæ. He made an appeal to New York employers to drop factional differences and coöperate. What Mr. Schalkenbach thought could be accomplished through this organization may be summarized as follows:

Establishment of a universal cost system and the standardization of prices and customs of the trade.

Establishment of a bureau for credits, collections and general reports and the proper employment of legal counsel in matters of general legislation and for protection against trade abuses.

A technical training school wherein the estimators, those on whom the brunt of cost-finding devolved, should be properly trained.

A commission to emphasize to the supply man wherein his methods in some instances are detrimental to the good of his customers — the legitimate printers.

Mr. Wolcott, of the Printers' Board of Trade, said the Board was always ready and more than willing to coöperate in any movement with a trend to the general uplift. He suggested, however, that the best method to pursue would be that of the formation of interorganization committees for a careful discussion and criticism of the plan suggested by the league. While he thought no organization would gain much in its actual membership, he did believe that the amalgamation of all would prove of great benefit to the industry and in consequence to the individual members of the various organizations joining.

Andrew H. Kellogg stated most emphatically that the amalgamation should be perfected, but he was not quite prepared to say in just what manner it could be brought about. He was of the opinion that those present should proceed to do something rather than talk about it, and said that he for one was willing to act, and act now.

Charles Francis offered the following resolutions, which were seconded by Mr. John Nolty:

Be It Resolved, That the above organizations, being those of master or employing printers of the City of New York, form an amalgamation for objects of general policy in the conduct of the businesses of printing, publishing, bookbinding, electrotyping and the supply of materials used in the various branches of such businesses; the methods and conduct of such amalgamation to be as hereinafter shown and which are approved by each organization indicated above; and be it further

Resolved, That this amalgamation shall in no way disturb the present individuality of each organization participating, but that each organization, by action taken at a regular meeting of its members, shall endorse and will adhere to the formation of one general society for mutual protection and advance; and be it further and finally

Resolved, That any other organization of employers now formed or that may hereafter be formed within a radius of fifty miles from the City Hall of the City of New York, and that has as an object the betterment of conditions in any branch of the graphic arts, shall be entitled to membership upon the presentation of its application carrying a two-thirds vote of its members and the payment of the initiation fee and dues, and having the signatures of its properly constituted officers or committee attached to a resolution to the effect that the methods and general object of the amalgamation are approved.

Messrs. Prendergast, Alfred, Kiesling, Wolcott and Schroeder spoke to the resolutions before the meeting.

The Committee on Election of Officers and Committees presented a report which was adopted. The result of this action is that the New York branch will be officered during the coming year as follows: President, William Driscoll; vice-president, J. William Walker; corresponding secretary, D. W. Gregory; treasurer, T. A. Raisbeck.

Executive Committee — John Nolty, chairman, Edward Carroll, Jr., Joseph J. Little, Charles Francis, William H. Van Wart, Mrs. L. de M. Weiss, William Siegrist, William Davie, James A. Dunn, G. F. Kalkhoff.

Executive Committee of the Whole (Amalgamation): Printers — Charles Francis, Isaac Goldmann, George W. Green. Binders — Benjamin Boden, J. William Walker, C. W. Fisk. Electrotypers — William Driscoll, J. William Walker.

Standing Joint Conference Committee — William Driscoll, chairman, Charles Francis, G. F. Kalkhoff.

DISCRIMINATING SOCIALISM.

"We are trying to benefit the public and every business man in the country! The idea is just this: The concern about which so much disturbance is being made by the jobbers, prints, in addition to the stamp, a return notice in the corner of the envelope. They do this without extra charge. In this way we can give the envelopes to the public cheaper than if the work were given to the jobbers.

"They would simply print the stamp and any extra printed matter would cost more money. The department is only interested as it sees its duty to the public. If the business men of the country could only understand the exact situation, they might take a different view than possibly they now have.

"If the jobbers got the contract, they could not do the work for anywhere near the price we can have it done for, and the result would be increased expense. We have in mind in our efforts to have this printing done as cheaply as possible."

The above statement from Postmaster-General Hitchcock, in connection with the stamped envelope controversy, is likely to make many printers stop and think! They may begin to wonder why business men who want cheap printing should be the objects of such charitable concern on the part of the Government, while the poor fellow who has never risen to the dignity of a business man, is crying in vain for the Government's assistance to help him secure the necessaries of life at a more reasonable cost.

If Mr. Hitchcock is justified in the stand he has taken, then it is the duty of the Government to invade every business and give to all of the people the benefit of any advantage it may possess in producing more cheaply than can the individual.

If socialism is to be established, why not begin on the rich malefactor who has cornered those things which are absolutely essential to the preservation of life, rather than upon the poor printer, who represents an industry which is probably farther removed from monopoly than any other?

If the Government is anxious about the welfare of the buying public, why not reach out a sympathetic hand to the great masses of its citizens, whose health and happiness and even life itself have been threatened by monopoly and high prices?

If the Government is determined that the public shall receive its supplies "as cheaply as possible," why not begin on the beef trust, or the coal trust, or the ice trust, or some other trust, rather than upon the hard-working printers of the country, whose field of endeavor is as truly competitive as it was a century ago, and whose earnings are free from the taint of conspiracy and tariff graft?

What is the answer? It is simply this: the statement of Postmaster-General Hitchcock is not a genuine reason for the Government's attitude. The Dayton concern has a practical monopoly of supplying the Postoffice Department with stamped envelopes, on which is printed a business address, and it is loth to give up this monopoly. Furthermore, it seems to have firmly established itself in the good graces of the Washington postoffice officials. Notwithstanding the fact that the last national House of Representatives passed, almost unanimously, a bill prohibiting the Postoffice Department from engaging in the printing business — and which bill undoubtedly will be enacted into law by the United States Senate at its next session — the postoffice officials have made every preparation to enter into a contract with the Dayton concern five months in advance of the usual time for making such contracts. The purpose is evident. In spite of the recorded action of Congress and in the face of public sentiment to the contrary, it is the studied purpose to give this monopoly a long-time contract before the Senate is able to act.

Possibly the united and determined efforts of printers may be able to forestall this action. But, whatever the result, an illustration of the public servant becoming the public master has been so clearly drawn that the lesson should have some value for those who have forgotten that "eternal vigilance is the price of liberty."

WHAT IT LOOKED LIKE TO HER.

Children who go to the grammar school in Wilmette are taught when they read to name the punctuation-marks as they occur. The other day a little girl in Miss Miller's room had to read the sentence:

"What are you doing?"

It was evidently the first time she had ever encountered a question-mark, and this is the way she disposed of it:

"What are you doing, little button-hook?" — *Chicago Record-Herald.*

THAT DESPICABLE "O."

Telephone jargon is making its way into all circles. A clergyman in Jewell City, Kansas, according to the *Republican,* published there, recently announced: "We will now sing hymn number one-oh-one."

QUESTION BOX

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade.

All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Taking Creases Out of Sheepskin.

(801.) "Can you tell me how to take the creases out of a sheepskin? It is my father's admission to the bar, and, as the ink is fading, I can't afford to experiment. It has been always in a frame, and I can't see why it should look like it were crawling all up together like. I was advised to write and ask your advice on it, as no one here seems to know." *Answer.*— Take it out and dampen evenly on the back. Use a sponge and clean water, then smooth it out with the hands and let it dry under weights between two sheets of white blotting-paper.

Dictionary of Printing.

(800.) "We are referred to you as publishers or dealers in 'Savage's Dictionary of Printing,' which we believe contains a complete list of abbreviations, contractions and other commercial signs. Will you kindly advise us if this is correct?" *Answer.*— We have never heard of "Savage's Dictionary of Printing." We rather think a mistake was made in the name. Reference undoubtedly was made to Lockwood's dictionary. It is known as the "American Dictionary of Printing and Bookbinding," and was published by Howard Lockwood & Co., New York city. The publication is out of print.

Storing and Filing Cuts.

(802.) A correspondent in Toronto, Canada, writes: "I would like to get your suggestion on how to lay out about six thousand stock and private cuts. I am working in a paper-bag and box factory and have about this number of cuts to take care of. Our present system is to prove up the stock cuts, which are kept in a book and numbered. We then have a large card hanging on the wall with the numbers of the cuts on it and the page on which they will be found in the cut-book. The cuts are laid in trays in alphabetical order, based on the topics to which they refer — such as groceries, hardware, boots and shoes, etc. Each tray has a label on the outside, describing what it contains. When a man gets a job and the order calls for cut No. so-and-so, he first looks on the card, then turns the number up in the book to see what the cut is and then goes to the tray for it. The main trouble with this method is that the man has to pull out a number of trays before he finds what he wants, because there are several trays of grocery cuts, etc. With our private cuts, we keep a record in a book, noting when sent away or given to other people, and we keep these in alphabetical order, using special trays for the property of customers who have a large number of cuts, with the customer's label on the tray, and keep these in a rack by themselves." *Answer.*— It seems to us that your system of caring for stock-cuts involves a little more work to locate a cut than is really necessary. The Inland Printer Company has on hand a large number of cuts belonging to its advertisers. These cuts fill about sixty drawers of a good-sized cabinet. The cuts are placed in these drawers without regard to ownership. The drawers are numbered from 1 up. A proof of each cut is taken, the name of the owner endorsed thereon, and the date of receipt stamped on it. This proof is placed in a vertical file in alphabetical order according to the name of the owner. Should a cut be delivered to the composing-room its proof is removed from the file and slipped into a small separate file containing proofs which are in the hands of the compositors. If the cut is delivered to the owner or some one else on his order, the date of delivery is stamped on the proof, and notation made of the name of the party receiving the cut, and whether it is sent by mail or express. This proof is then transferred to a delivered file.

This method avoids all pasting of proofs of cuts or referring to cuts by number. We think this plan can be adapted to any use with comparatively little change. We have been using it quite a number of years and have not been able to find any way to improve it.

We note that you have two kinds of cuts — one lot belonging to outside parties, and the other being stock-cuts of your own. Our system could be used for those belonging to outside parties without any change whatever. Your own stock-cuts could be proved up similarly. Have a cut on each sheet. These sheets could be placed in the vertical file according to the subject of the cut instead of by the owner's name. Then if a compositor wanted to use any particular cut, all he would have to do would be to look over the sheets containing the proofs of the particular subject he wanted to illustrate, and when he found the proof he would find the tray number endorsed thereon, and all he would have to do would be to go to the drawer and take the cut out; making, of course, a notation on the proof and filing it in the drawer holding the record of proofs in the hands of compositors.

Note that this system of recording and storing cuts makes all the space you have for cuts available for use. There is no waste space in the cabinets.

POSTAGE-STAMP MACHINE.

Some months ago a Trinidad clergyman designed a postage-stamp machine, which has recently been improved in London and installed in a postoffice in that city.

By automatic action when a proper coin is placed in the slot and the handle pulled it separates a penny stamp from a roll inside the machine and securely fixes it upon the envelope held in an aperture of the machine. The machine is about the size of an ordinary typewriter, and stamps envelopes, newspapers, or circulars at the rate of four thousand an hour with seemingly absolute accuracy. The machine will hold fifty thousand stamps, and as used each stamp is automatically registered.

The coin to be received by this piece of mechanism must be genuine, of perfect size and shape. It is claimed that it will return the silver piece inserted in the slot by error, but keeps without any recompense the fraudulent metal disk. It is reported that the machine is to be placed in every underground railway station and at all pillar boxes. — *From Consul Franklin D. Hole, Trinidad.*

THE COST SYSTEM AT WORK.

We are finding out every day some leakage that can be stopped.— *Mr. Curtis, Curtis Printing Company, Minneapolis, Minnesota.*

NEWSPAPER WORK

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

The "Tip" and "Pull" Man of the Chicago Tribune.

There are cartoonists *and* cartoonists — cartoonists who command the most conspicuous space on the first page of the metropolitan daily newspaper; cartoonists who cover topical events of the day; cartoonists who go in for sporting events; cartoonists who both deride and encourage the dramatic arts. All these cartoonists have long been recognized as necessary to the make-up of the city newspaper, but who ever heard of a want-ad. cartoonist who could shine in his own line?

Don Wilson, the Chicago *Daily Tribune's* own special want-ad. cartoonist, has evolved a pair of most engaging and persuasive twins, called "Tip" and "Pull," who work together persistently and satisfactorily; and, despite the fact that the "stunt" is an advertising one, the quaint gnomes are droll and really humorous. There is a weirdness in their prompt execution of orders; the man or woman who happens to cross their path has no chance of escaping a good job. They cover every field of endeavor — sell things, buy things, get you a job, get you an employee — "put you wise" to every good thing you may desire.

Don Wilson, when spoken to on the subject of his creation, said:

"This interview stuff gets my goat. Every time I read an 'interview' I feel sorry for the boob who has to stand for it — unless he's an actor. Actors feed on such fodder, you know — but the personal note in an article of this sort sounds too much like bunk.

"Yes, THE INLAND PRINTER was kind enough to give me a boost some nine or ten years ago. I was fooling with the dangerous art of cartooning in the old chalk-plate days on the *Nebraska State Journal*. Old Colonel Anthony (who is about the last of the old-time 'fighting' editors) used me afterward on the Leavenworth *Times*. One day I sent you a bunch of really funny pen-and-ink drawings (funny because they were rotten), and you told the world about me and showed me up with my stuff. Mr. H. H. Fish, of the Western Newspaper Union, sent for and got me. Some eight years in his service put me all to the good. Afterward, Mr. William Schmedtgen, of the *Record-Herald*, took me on as sporting cartoonist. Following this momentous period, while the whole United States held its breath, I did a lot of good bum stuff. Anyway, to cut a long story short, the Chicago *Tribune*, recognizing my supernal gifts and the excessive merits of my 'Tip' and 'Pull,' grabbed me up.

"Speaking seriously, I really think I have created something positively *new* in 'Tip' and 'Pull.' There never were two characters in all comic art so dissimilar, yet so coöperative, so original, or unprecedented. To myself I hug the unction that no one can find their individual or collective doubles in any publication of any date, in Europe or America. They stand alone.

"There are curious coincidences in my connection with the great Chicago *Tribune*. Not to mention Mr. Bryan, of perennial president fame, who hails loudly from Lincoln, Nebraska, U. S. A., there are quite a few who have attained equal, or less, distinction in other lines, who come from the same old town. Herbert Johnson, of the Philadelphia *North American*, is another; Claire Briggs, of the Chicago *Tribune*, is another; Don Wilson is another. It must be understood, however, that no blame is laid to Mr. Bryan.

"I can't say enough about THE INLAND PRINTER. I really got my first start in the art game through its columns. Not only am I grateful, but I am always impatient to see the next number. It represents the art preservative as the Bible represents all religion. You will find THE INLAND PRINTER in nearly every office in the Chicago *Tribune* building. You will find it in my fifteen-year collection of art works. I am quite glad that you have paid attention to me."



DON WILSON, OF THE "WAN-TADS," "HIMSELF."

Mr. Wilson was born and reared in a printing-office, and is thoroughly imbued with the newspaper instinct. His rise was inevitable, and more will be heard from him later. To be employed jealously by so great a newspaper as the Chicago *Tribune* is an honor coveted by many another ambitious newspaper worker.

The accompanying pictures disclose Mr. Wilson's peculiar views of humor and will particularly amuse THE INLAND PRINTER'S readers.

Subscription Voting Contests Everywhere.

Voting contests have become popular all over the country as a successful means of promoting circulation, particularly in the smaller cities. But even in Chicago, since all the 2-cent papers have reduced prices to the 1-cent basis, there is great rivalry to see which can outdo the other in the magnitude of its offers. The Chicago *Tribune* only recently completed a contest in which the grand prize was a home, following this immediately with another in which the rewards are cash, "a year's salary" heading the list. One of the most successful contests recently completed was conducted by the St. Paul (Minn.) *Pioneer Press*. The leading

prize was a ten-acre orchard, valued at $5,000. In addition to this the paper's field was divided into three districts, with a group of five prizes for each district, as follows: First, a five-passenger touring car; second, double round-trip ticket to Los Angeles with $50 for incidental expenses; third, $150 set of furs or fur overcoat; fourth, $100 diamond ring; fifth, $75 diamond ring. Twenty-five votes were credited for each 25 cents paid on a single subscription, and the



No. 1.
Chicago *Tribune* " Wan-Tads," by Don Wilson.

number of votes ranged from this up to two thousand for $6 paid on a single subscription, the latter amount covering two years. A full page was devoted to the contest every issue, giving the standing of the contestants in each district and illustrated with photographs of the leaders and pictures of the orchard. This feature-page created more interest than the usual form of display ad.

Newburgh Press Twenty-five Years Old.

The Newburgh (N. Y.) *Press* reached its twenty-fifth birthday in November and celebrated the occasion by issuing a " Twenty-fifth Anniversary Number," consisting of many additional pages filled with interesting historical matter, and incidentally a nice line of advertising. There was also a facsimile reproduction of the first issue, the whole being enclosed in an attractive cover in three colors.

Booster Edition for Key West.

A " Booster Edition " that has created much favorable comment among publishers was recently issued by the Key West (Fla.) *Citizen*. The entire contents were devoted to booming Key West, laying particular stress on its proximity to the Panama canal, the distance being only 1,075 miles. This is 445 miles nearer than Pensacola, which is the next nearest city of importance. Fifteen thousand copies of this number have been widely circulated and they will certainly have a good effect upon the growth of Key West.

Daily Newspaper for Children.

Mrs. Ida Clyde Clark, of Nashville, Tennessee, is to publish the *Children's Daily Newspaper*, devoted exclusively to the interests of children, and believed to be the first daily newspaper of its kind ever attempted. The news of the world will be given to the children every morning in words which they can readily understand, but accounts of crimes and similar subjects will be omitted. Mrs. Clark will have associated with her four experienced newspaper women of Nashville, who will have charge of the various phases of editorial work.

Ad.-Setting Contest No. 30.

As the copy for this issue of THE INLAND PRINTER is being prepared, Ad.-setting Contest No. 30 is drawing to a close. As soon as the specimens can be numbered and arranged complete sets will be sent to each contestant, and these should reach them before January 1. If any contestant should fail to receive his set before that date he should notify the editor of this department at once.

New Canadian Service.

Publishers of sixty-five Canadian daily newspapers have organized a news service to coöperate with the Associated Press in gathering and distributing the news of Canada. J. F. MacKay, president of the Toronto *Globe*, is at the head of the new organization, and J. E. Atkenson, of the Toronto *Star*, is secretary and treasurer. Branches have been established in all parts of the Dominion, and the news reports will be incorporated with the Associated Press dispatches. Operation will begin about the first of the year.

Advertising Rates in Washington.

Reed & Tripp, publishers of the Kennewick (Wash.) *Courier*, ask: " In your opinion is 12½ cents an inch enough to charge on one thousand circulation in this section of the country? Can you tell us what constitutes a 'square'? " If a flat rate is meant, I do not consider 12½ cents enough to charge. Advertising rates are considerably higher in the West than they are in the East, as expenses are higher. If you have a graded rate-card, and 12½ cents is the minimum charge on a yearly order, the price is about right. The " square " is obsolete. It was formerly used to designate an inch of newspaper space, one column wide, and was in many cities made a legal form of measurement by



No. 2.
Chicago *Tribune* " Wan-Tads," by Don Wilson.

being mentioned in city ordinances, designating the amount to be paid per " square " for city advertising. Publishers, strange to say (?), took advantage of these ordinances, and instead of using solid nonpareil for city advertising, as was obviously intended, would set such advertising in leaded

brevier, and even bourgeois and long primer, thus practically doubling the number of "squares" occupied. A "square" has been used to designate an advertisement of



No. 3.
Chicago *Tribune* "Wan-Tads," by Don Wilson.

equal depth to the width of the column, and also to designate a certain number of lines of advertising (similar to the legal "folio" of one hundred words), but these cases are exceptions.

Progressive Newspaper League.

Republican newspaper men of the First Congressional District of Minnesota met at Lanesboro, that State, recently and organized a Progressive Newspaper League. After the organization had been perfected, and officers elected, Sydney Anderson, "Progressive" Congressman-elect of the district, banqueted the members at the Merchants' Hotel, and in an interesting speech thanked the editors for their loyalty during the campaign. The object of the new organization is set forth in the constitution, in part, as follows: "Believing that through more concerted action in discussing public questions and advocating progressive measures, progressive newspapers may exert greater and more beneficial influence upon public affairs, and that such increased influence on the part of newspapers is most desirable from the standpoint of both the publishers and the public interest, we hereby organize the 'Progressive Newspaper League of the First Congressional District of Minnesota.'" A. W. Blakely, of the Rochester *Post and Record*, was elected president; Scott Laird, Winona *Republican-Herald*, vice president; J. P. Hurley, Albert Lea *Tribune*, secretary.

Building Up a Town.

Here is an item from the *Meade County News*, Meade, Kansas, which you might publish at the head of your editorial column: "A mighty good way to build up a town is to send away for your printing, but the town you are assisting is the one where you send your order."

Christmas Issue of the Christchurch Press.

In all the world there is no better half-tone work than appears in the annual Christmas issues of the Christchurch (New Zealand) *Press*. The last number is no exception, unless it be exceptionally good. Not only is the half-tone work worthy of commendation, but the work throughout is finely executed. The selection of the photographs to be reproduced, the arrangement and grouping, the headings and sketches used to embellish the pages, the cuts themselves, and, perhaps most of all, the presswork, all deserve special mention. Much of the credit, particularly on the presswork, is due to J. V. Price, the superintendent.

Good Ad. Display.

All the ads. received for criticism this month are full pages, too large for satisfactory reproduction. One of these comes from Robert A. Marks, of the Miami (Fla.) *Metropolis*, and is well arranged. Mr. Marks had very little copy, but set his ad. in good taste, utilizing the white space to good advantage. Most full-page ads. come from dry goods or department stores, and it is usually a question of how to get the matter within the space, but where this is not the case it is a good plan to lay the ad. out in your mind's eye just as if it were to occupy, say, six inches double column, and then magnify each size of type until it is large enough to fill a full page. Suppose, for example, you would use a thirty-six-point letter for the main display line and ten-point for the body in the smaller space; then for a full



No. 4.
Chicago *Tribune* "Wan-Tads," by Don Wilson.

page you could probably use a seventy-two-point display line and eighteen-point for the body. Another full-page ad. comes from Ray Graham, foreman of the Sloan (Iowa) *Star*. This is quite the opposite of the ad. of Mr. Marks, as it is crowded with matter. Aside from a big line at the top the balance of the display is too near uniform in size,



No. 5.

Chicago *Tribune* " Wan-Tads," by Don Wilson.

although the ad. as a whole is very creditable. It would have been improved slightly by making the date more prominent. Still another full-page ad. is submitted by J. L. Frazier, foreman of the Lawrence (Kan.) *World*. This is a very nicely arranged and displayed ad., only lacking a little in balance. The panels at the bottom should have been brought near the side margins to conform to the width of the cut at the top.

Cost of Producing Advertising.

Newspaper publishers will be interested in the following letter from H. A. Lill, editor and manager of the Hutchinson (Kan.) *Gazette:*

The Inland Printer, Chicago, Illinois:

DEAR SIRS,—I have just been told that you have tables or information compiled showing the cost of producing an inch of advertising. I am just starting my bookkeeper on the task of finding our cost of producing advertising. It is a big job and we have to work out how each item of expense should be charged.

If you have these forms or figures, I would appreciate it if you would send them to me or tell me how I may obtain them.

Yours truly, H. A. LILL.

THE INLAND PRINTER has no forms of this kind. Some attempt was made by a few newspaper publishers to prepare statistics on the subject, but the varying conditions affecting ad.-composition made the matter compiled of very little value. Mr. Lill's efforts should inspire others to make an earnest attempt to reach a definite basis of cost. The first question to decide is just what items should be charged against advertising. Suppose we outline those which enter into the production of an inch of advertising, and then if publishers will write to THE INLAND PRINTER, naming items which they consider should be added or omitted, we will then get a basis of estimate, and will be in a position to ask publishers to give the figures as shown by their own records. First, there is the cost of soliciting, including streetcar fare, traveling expenses, stationery and postage; then the cost of composition, proofreading, make-up and presswork; the cost of white paper, postage and delivery; a percentage of overhead charges; and lastly the cost of collections and bad accounts. Is that a complete list? Are there any items which should be added to it, or are there any which should be omitted? In arriving at the final figures on such items as composition, the total cost for a definite period, preferably six months or a year, should be taken, and this divided by the number of inches of advertising published in that period; in arriving at the cost of such items as presswork, the total number of inches of advertising as compared with the total of column-inches in the paper for a given period should be taken. We hope to hear from a lot of publishers on this matter. Let us first ascertain if the items which enter into the cost, as mentioned above, meet with your approval. If they do, send in your figures as shown by your records. If not, state where they should be changed. The result of this exchange of experience is sure to be of great benefit to all publishers.

Mrs. Michaelis Wins.

The injunction suit instituted some time ago by Mrs. Mathilde Michaelis, widow of Walter Michaelis, publisher of the *Illinois Staatz-Zeitung* and other German newspapers, against Horace L. Brand and other directors of the Illinois Publishing Company, resulted in a decree being entered on December 1 by Judge Chetlain, of the Superior Court at Chicago. Mrs. Michaelis had alleged that an attempt was being made to take from her the control of the company's affairs. The terms of the decree provide for an equal control of the board of directors. As a result, one of the Brand directors will lose his seat and some one else will be appointed by Mrs. Michaelis. In case of a deadlock in the future between the directors, the matter is to be submitted for adjudication to a justice of the Branch Appellate Court, acting as arbitrator.

Twenty-fifth Anniversary Number.

The " Twenty-fifth Anniversary Number " of the Omaha *World-Herald* was one of the largest and best special issues that has been recently issued. There were nine sections, of eight to twelve pages each, with the first pages uniform in design. These nine sections were entitled: " Omaha



No. 6.

Chicago *Tribune* " Wan-Tads," by Don Wilson.

Retail Merchants," " Banking Section," " Insurance Section," " Jobbers and Manufacturers Section," " Grain and Milling Section," " Farm Land and Real Estate Section," " South Omaha Section," " Council Bluffs Section," and

"Miscellaneous Section." Each of these sections contained an abundance of advertising that applied particularly to the reading-matter. This made a very systematic arrangement and undoubtedly appealed to advertisers.

Getting Results for Advertisers.

Newspaper publishers face two important problems in connection with their advertising columns. The first is to get the advertising; the second is to hold it. Too often the greatest energy is devoted to the first and little or no attention paid to the latter. It is not so many years since it was customary to get an advertiser to contract for a certain space for a year at an attractive rate, and after his advertising started if he wanted to change his copy there was an extra charge. It is much better to make the rate high enough to cover occasional changes. But if you say it would be impossible to get the business at a higher rate, then change the copy at your own expense and show the advertiser that he can get results and that advertising pays — then you can get him to use extra space at times and next year he will make a larger contract, instead of saying he has "decided to cut out advertising." A year is only twelve months, after all, and when an advertiser is started then the harder problem of assuring his renewal must be faced at once. Watch his copy, give him advice on what he should advertise and when he should make changes, and show him that you are equally interested in his getting results as you were in securing his order. Right along this line is a statement issued by the Red Deer (Neb.) *Advocate*, entitled, "How We Make the Advertising Pay." It follows in full:



No. 7.

Chicago *Tribune* "Wan-Tads," by Don Wilson.

The *Advocate* prints a good many arguments, addressed to its readers, intended to make regular ad.-readers and ad.-answerers of them. In fact, as has been quite evident, we are — and have been for some time — conducting a systematic propaganda, with the purpose of eventually persuading all of the readers of this paper to read and answer the ads. in it that seem important to them.

We are showing, through sane and sensible arguments, that the ads. are really important to the readers — that they constitute a vast amount of *opportunity news*. We are convincing our readers, through a persistent campaign of education, that without the aid and service of the ads. the "problem of the cost of living" would be much more serious.

It is quite true that the store that advertises is able, through a larger volume of sales, to undersell *materially* the store that is either not advertised at all, or that is but poorly advertised — and we are reminding our readers of that fact a great deal, because it is an important fact to them.

As a result of this campaign, within our columns, in behalf of advertising, every line and every inch of advertising space in this newspaper has an increased — and a rapidly increasing — value to the advertisers. Every reader who comes to realize the importance of the ads., and to read and answer them regularly, is an addition to our "circulation" that counts for the advertiser — and counts *big*.

We believe that this service to our advertisers — this service of making the space they use in our paper increasingly valuable to them in really effecting sales — is due them, and we propose to continue it on even a more aggressive scale.

This policy is of great significance to buyers of advertising space. For an advertiser who buys space in a paper that does not "advertise its advertising" is as unfortunate and as unwise as would be the shopper who patronized a store that did not advertise. There is no essential difference between the two cases — so far as the principles involved are concerned; nor so far as the results are concerned.

This is the kind of work that pays the publisher as well as the advertiser. This is the kind of work that keeps the foundation amount of advertising constantly growing, and every new contract means increased revenue and profit. Do you check over your paper each week and find that a certain number of contracts expire? Perhaps it is two columns. Do you figure each week, "I need so much new business (perhaps it is two columns) to make next week's issue equal to this week's?" A lot of hard soliciting to get two columns of new business just to pay for "dead horse." Would you like to eliminate this "dead-horse" work and make every new order mean a larger profit? Then transfer some of the time and thought and energy which you are now expending on securing new advertising to keeping that which you have. "A bird in the hand is worth two in the bush."

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Kennewick (Wash.) *Courier*.— You are publishing a most attractive paper, filled with well-featured news and nicely displayed ads. If you would devote a little more attention to the make-ready and keeping an even distribution of ink, it would be time profitably spent.

Meade County News, Meade, Kan.— You have the right ideas regarding make-up, and if these ideas could only be extended to cover the whole first page you would have a very fine paper — too bad that the greater part of this page, and the top part, too, must be given up to an ad. Your ad.. display needs no criticism.



No. 8.

Chicago *Tribune* "Wan-Tads," by Don Wilson.
Got a student of the I. T. U. Course.

Carroll (Iowa) *Times*.— Aside from the plate matter, the make-up of the *Times* is well handled. Where you are obliged to saw between the lines, two lines are damaged at each operation. You should lay the column of plate face down and saw from the back, stopping before the saw has

reached the face of the type. The plate will then break easily between the lines, and the rough edges may be trimmed with a knife. With a little care, there is no reason why plate matter should not be made up to look just as good as type. Most of the ads. are well displayed; there is a tendency in a few toward sameness.

Fillmore (Cal.) *Herald.*— Yes, you are quite right in saying that if you had different sizes of head letter it would be an improvement. Eighteen-point and twelve-point would make better lines for the heads in the middle of your first page. The new press is doing good work and your paper throughout is very creditable.

Foley (Ala.) *Onlooker.*— Those headings all across the top of the first page, all the same depth and nearly all capitals, are not artistic, but aside from this the page is well arranged and attractive. Ads. are set in a most original style, but would get more business and be more artistic if they followed the accepted styles of present-day display.

Martin (Tenn.) *Mail.*— From a mechanical standpoint there is nothing about the *Mail* to criticize. Ads. are well displayed and the presswork is very good. Whenever there is an item of big news in a correspondent's letter you should run it separately on the first page with a suitable heading. This will give more character to your first page and will be an incentive to your contributors to secure items of enough importance to warrant this distinction. In your issue of December 9, the burning to death of the child should have been taken out of the story, where it was completely hidden, and run with a prominent heading. As soon as this story was received you should have made an attempt to secure full particulars — it was worth at least a half a column.

A Novel Envelope.

The St. Paul (Minn.) *Dispatch* and *Pioneer Press* are using a novel envelope, one side of which is reproduced herewith. This not only attracts notice on account of the novelty, but serves to call particular attention to its classified ads.



Envelope of the *St. Paul Dispatch* and *Pioneer Press.*

The Man—The Field.

Under this heading for several months have been described various openings in the newspaper field for young men of ability and small capital, and a goodly number of men have outlined their qualifications and ambitions, describing the kind of a field they would like to enter. This month is added to the list:

Man No. 7.— I am looking for a location to engage in newspaper work, either to purchase an established business or equip a new office in a live, growing town, preferably in Idaho or Oregon. Am a practical newspaper and job man, with experience in all branches of the work, at present holding the foremanship in an office employing six to ten men, having a cylinder and six platens, and doing a high grade of commercial work along with two publications, and also handling considerable railroad work. Am a young man, married, sober, thoroughly reliable and competent. Would accept foremanship of office to try out, or would lease good plant for a time, with the privilege of purchasing an interest after a certain time. Idaho or Oregon preferred, but none others barred if they look good.

Any one knowing of a newspaper plant, or a field where a live man could make a success of a new publication, will please send a description to the editor of this department; or interested parties will be put in communication with Man No. 7 by addressing as directed at the top of the first column.

News Notes.

THE *Evening News*, Franklin, Pa., is building a new home.

THE *Cosmopolite* has been taken over by the *Herald*, at Girard, Pa.

AN independent delivery service, with twenty-seven teams, has been established by the Boston *Traveler*.

ACCORDING to report, the *Kalkaskian*, of Kalkaska, Mich., has been merged with the *Leader*, of that place.

ON account of lack of working capital, the Knoxville (Tenn.) *World*, an evening paper, has suspended publication.

A NEW home is being erected for the Hoboken (N. J.) *Observer*, to be ready for occupancy about the first of May.

INMATES of the State Asylum for the Insane, at Jackson, La., are about to publish a paper. All hope must have been abandoned.

CHARLES W. BALDWIN, recently with the Syracuse *Herald*, has been appointed managing editor of the Binghamton (N. Y.) *Republican*.

FIRE which started in the office of the Fairfield (Iowa) *Review* practically wiped out the business section of that town on December 1.

JAMES CREELMAN, the well-known war correspondent and writer, has been appointed a member of the New York city Board of Education by Mayor Gaynor.

AN amicable settlement was reached at San Francisco, Cal., during the latter part of November between the employers and the stereotypers' and electrotypers' union.

THE *Georgia-Carolina Agriculturist* has been taken over by the Augusta (Ga.) *Chronicle*, which will now issue Sunday and weekly editions in conjunction with the daily.

ON account of a typographical error in a police-court report, the Spokane (Wash.) *Chronicle* is confronted with a $20,000 libel suit, brought by Mrs. L. J. Weart, of that city.

THE *Beacon Journal*, of Akron, Ohio, is having erected, to be ready for occupancy about June 1, a handsome building for the exclusive use of the newspaper. While the new home will be only two stories high, it will be a most substantial fireproof structure, built with an eye to an upward extension as business increases.

A DAMAGE suit for $50,000 has been brought against the Victoria (B. C.) *Province* by Mayor Taylor. The mayor alleges that the paper editorially charged him with grafting.

ON account of an accident to the press of the *East Mississippi Times*, published at Starkville, Miss., the paper is being printed in Memphis, Tenn., until the break can be mended.

ON charges preferred by Grace Sturtridge, John Feller, editor of the Cleveland (Ohio) *Graphic-Sentinel*, was recently convicted of attempted blackmail. An appeal was taken.

THOMAS W. BRAHANY, of Madison, Wis., for many years active in newspaper work, at Washington, D. C., has been appointed executive secretary of the National Tariff Commission.

A FIST-FIGHT took place recently on the streets of Cœur d'Alene (Idaho) between Joseph T. Scott, editor of the *Press*, and E. V. Broughton, an attorney. The trouble arose over a franchise for a public-service corporation.

F. A. BEHYMER, a member of the staff of the St. Louis *Post-Dispatch*, has brought suit for $25,000 against Mayor Fred J. Kern, of Belleville, Mo., editor and owner of the Belleville *News-Democrat*. Libel is alleged.

THE *Implement Era*, formerly the *Implement Age*, of Philadelphia, Pa., is now being issued from Springfield, Ohio. A new company for the publication of the periodical has been incorporated under the laws of Ohio, with $50,000 capital. C. W. Smith, of Philadelphia, is the president.

A STOCK company has been organized to take over the Babylon (L. I.) *Leader*. The paper has been printed out of town since its first issue, about six months ago, but the new company is installing a modern printing-plant and the paper hereafter will be printed at Babylon. Justice James B. Cooper will continue as editor.

IN order to accommodate morning newspaper printers, Rev. John Rogers, pastor of St. Patrick's Church, San Francisco, has introduced a "printers' Mass," to be said at three o'clock in the morning. About one hundred attended the first service. "Some of the worshipers," says the San Fran-

cisco *Chronicle*, "went to the church in automobiles, so it was made evident that all present were not printers on their homeward way in the small hours of the morning."

HARVEY BURGESS has organized the Harvey Burgess Publishing Company, at Imboden, Ark., which, in addition to publishing the Imboden *Gazette*, will establish weekly papers at Ravenden Springs, Williford and Bradford, Ark. The company also will begin the publication of a farm paper, to be known as the *Ozark Mountain Farmer*.

THE Free Press Publishing Company, of Easton, Pa., moved into its new building on Bank street in December. This progressive company has now one of the best equipped printing-offices in the State, having added to its plant in the new building another Linotype, four presses, a power paper-cutter, a new stapler and other contrivances to meet the increased growth of its business.

THOMAS J. BARRY has retired from the business management of the Detroit *Free Press*. Mr. Barry came to the *Free Press* from a Canadian town about thirty-three years ago, as a compositor. Afterward he became foreman and then superintendent, finally being made general manager. Ill-health is given as the cause of his withdrawal. He still will retain his financial interest in the paper and continue a member of the board of directors.

New Publications.

Morgan City, La.— *News*. Henry Leake.

Charleston, S. C.— *News* (daily). News Publishing Company.

Pittsburg, Pa.— *Oral Hygiene* (a monthly medical journal). Lee S. Smith & Son Company.

Abbeville, S. C.— *The Medium*. Medium Publishing Company. Dr. C. C. Gambrel, president, and E. C. Horton, general manager.

Changes of Ownership.

Robinson, Ill.— *Argus*. O. C. Herrick sold interest.

Grayville, Ill.— *Mercury*. N. J. Seil to F. E. Lewis.

Okarche, Okla.— *Times*. J. H. Royer to E. Q. Lain.

Wynne, N. Y.— *Progress*. Sold to Waddell & Taylor.

Avon, S. D.— *Clarion*. J. B. Stout to L. A. Robinson.

Sciatook, Okla.— *Sentinel*. Clay Cross to W. D. Fuller.

Moose Jaw, Sask.— Moose *News*. Sold to Andrew King.

Radcliffe, Iowa.— *Signal*. C. E. Myers to R. D. Byerly.

Byron, Okla.— *Republican*. Reported sold to Harry Wilson.

Hubbard, Iowa.— *Monitor*. W. G. Manners to Clark Brown.

Milbourne, Iowa.— *Record*. G. W. Triplett to O. A. Wiesley.

Cheney, Kan.— *Sentinel*. Souders Brothers to L. A. McCaffree.

Scott, Kan.— *Republican*. L. M. Morris to Morris & Vandkirk.

Lead, S. D.— *Daily Register*. W. C. Benfer to J. E. Ballinger.

Runge, Tex.— *Karnes County News*. A. P. Flannigan to J. F. Murray.

Pasadena, Cal.— *Evening News*. Lou F. Chapin to Robert B. Armstrong, of Chicago.

Prince Rupert, B. C.— *Optimist* (daily). Prince Rupert Publishing Company to a syndicate of local business men. James S. Cooper, formerly of the Toronto *Globe*, is the new managing editor.

Brooklyn, N. Y.— *Daily Times*. Bernard Peters estate and the estate of William Cullen Bryant to a newly incorporated company headed by John M. Cruikshank, who will edit and manage the paper.

Deaths.

Trenton, Ill.— Henry Mallrich, publisher of the *Sun*.

Nashville, Tenn.— James Hamilton Heriges, secretary of the Brandon Printing Company and well-known citizen.

Seattle, Wash.— Col. E. S. Harrison, publisher of the *Alaska-Yukon Magazine* and a former newspaper man of Alaska.

Bangor, Me.— William L. Quimby, for the past twenty-three years foreman of the pressroom of the Bangor *Commercial*.

Carlinville, Ill.— A. G. David, for many years one of the leading newspaper publishers of Macoupin County. He was formerly owner of the Carlinville *Democrat*.

Springfield, Mass.— Charles R. Kaplinger, formerly president of the C. R. Kaplinger Company, printers and bookbinders. He was a veteran of the Civil War and a prominent Mason.

Minneapolis, Minn.— Louis Miller, a well-known printer of Minneapolis, having been foreman of the *Times* and *Tribune* and at one time secretary of the typographical union of that city. He was a former editor of the Pekin (Ill.) *Times*.

INDIAN NAMES.

From Mr. Carl Musgrove, a former student in The Inland Printer Linotype School, we have received a copy of the *Carrier Pigeon*, published at Darlington, Oklahoma. This paper is "devoted to the interests of the Cheyenne and Arapahoe Indians of Oklahoma." Among the news items many peculiar names appear from which we select a few of the more remarkable. The reader will agree that the poetry of the Indian name is not found in its translation into the vernacular of the white race:

Three Fingers is still at Etna. Philip Cook is looking after the place during his absence.

Short Teeth has built himself a $300 barn on his allotment.

Mrs. Blind Woman has her new well completed and she is proud of it.

Howling Crow and family, of Calumet, have come to visit Fighting Bull.

Ghost Woman and Mrs. Crow Neck have been visiting with Wm. Little Elk and Samson Kelly.

Cut Hair and Belly Mule have returned from their visit with the Sioux.

Miller Big Nose returned from a trip to the Kaw country. He says there is no place like home.

Mrs. Long Face has moved to her sister's allotment. She will build a home here for herself and parents. There were too many camping with Robert Touching Ground.

Meat (or David Bighead) has bought himself seventeen thoroughbred White Wyandottes, built a chicken house and is now waiting for the chickens to do the rest.

Big Knee, of Watonga, Oklahoma, has made Young Bird Powderface his bride.

Shave Head, of Darlington Agency, has sold his allotment for $5,750.

White Skunk, of Red Moon Agency, is at Colony, visiting his wife's sister, who is sick.

Lean Woman has just finished a new barn, built on her husband's allotment, and purchased a new team of horses.

Walks Long Way (or Richard Nibs) returned to school at Chilocco on the 12th inst.

"TO-DAY I'M FIFTY-FIVE."

M. D. L. Shrope, editor of the Easton *Journal*, Easton, Pennsylvania, has favored THE INLAND PRINTER with a neat card commemorative of his fifty-fifth birthday. On the first page appear the figures "55" enclosed in a wreath, in tints. On the second page is an impressive portrait of Brother Shrope with the words "Fifty-five" beneath it, and at the top "1855—December 10—1910." On the third leaf are the following original verses:

TO-DAY I'M FIFTY-FIVE.

I've struggled through this Vale of Tears,
I've seen old Fortune's frown;
I've been beset by hopes and fears,
And often I've been down,
And yet I'm here to laugh with you;
I'm thoroughly alive,
Although at last I've reached the day
When I'm "Fifty-five."

Oh! shortness of our span of life!
The trouble we've endured,
The trifling sins we're guilty of,
What matters? They're not cured.
I'm here, and that's the end of it;
I still in flesh survive;
How soon I'll go, how quick I'll "git,"
Is naught to "Fifty-five."

I'm not to blame for being here,
No one asked my permit;
I just dropped in; and now, my friends,
I have the battle "fit."
How well, or ill, I will not say—
I'm glad I am alive.
To sum it up, I still am "gay,"
Although I'm "Fifty-five."

I want to linger yet awhile,
'Till toothless, bald and sere;
I still will give the world a smile,
And chuckle that I'm here.
It's all a joke, this worldly "fake,"
A joke, as I'm alive,
And I'm laughing yet at it
To-day, when "Fifty-five."

My autograph:

M. D. L. SHROPE.

May you add ciphers to the figures and continue gay, Brother Shrope.

PAPER-BOX MAKING

BY CYRILLE DION.

The economics of the paper-box making industry, practical notes and suggestions on paper-box making and answers to inquiries regarding paper-box making are the purposes of this department. Contributions are requested.

Trade Names.

The gradual disappearing of the partnership or the individual in business, before the corporation or joint stock company, has brought to public notice the subject of trade names, and sometimes we have been asked to suggest the title for a projected corporation. Simple as such a request may seem, it furnishes food for much thought and some careful discrimination. Invariably, such advice has been given privately, but there may be those who care to know the rules governing such selections. These rest upon common sense and a proper regard for possible future happenings, but vary somewhat with attendant circumstances.

In general they are as follows: 1. The name should be short. 2. It should be generally descriptive of the business to be carried on. 3. Unless under exceptional circumstances, it should not contain the initials or full name of any living person. 4. It should have a local or geographical turn, when the place of business can be used to advantage for advertising purposes; and the goods manufactured or handled are the sole or usual product of a given locality. 5. It should not contain such words as "American," " United States " and the like unless unusual circumstances warrant it. 6. The prefix " The " should not be used unless required by law.

Brevity in a business name is advisable, because of its advertising value. It is more easily remembered than a lengthy, involved title, and can be more easily woven into a trade-mark. Recollection by the public is an element in advertising that should not be disregarded. Many persons may read an advertisement at a time when they are not ready to purchase, but if the title is so brief and striking, or the trade-mark so impressive as to lay no burden upon the memory, it often happens that when the article is needed one recalls insensibly the title of the concern or the appearance of the trade-mark which then has a force which it is sometimes difficult for competitors to overcome. In this connection we are reminded of Benjamin Franklin's celebrated anecdote about the hatter and his sign. Upon opening his shop, the hatter put up a sign reading something like this:

" John Smith, maker of the best Hats in every style and size, for old and young."

One by one his friends advised him to paint out a word that they thought unnecessary, which he did, until the sign finally read:

" John Smith, Hats,"

which gave the public quite as much information and had the advantage of being easily remembered. The title of a business corporation is one of its best advertising assets and should be so regarded, but its value may be seriously impaired by the overdoing of it.

It should also be remembered, that many corporations that are formed for irregular purposes such as stock-jobbing, " fake " references and the like, use long and high-sounding titles in an effort to impress the unwary with belief in their superior business standing. We once knew of a corporation whose only assets were a desk, a chair and a lot of handsomely lithographed letter-heads. The scantiness of its assets was more than made up by the length of its title which contained six carefully selected and sonorous words, which its officers had made good use of before being sent to jail for fraud.

Hard-headed and shrewd business men believe in brevity and pith, and frequently look with suspicion on a long-winded and high-sounding title, reasoning that there is too much of it to be worth much.

That a trade name should be descriptive of the line of business conducted, almost goes without saying, but here, again, there is danger of overdoing it. The title " Inland Printer Company " is fully as expressive and much more attractive than would be " The Inland Printer Publishing, Printing & Binding Company." Likewise the " Blank Paper Box Company " is a much better title than the " Blank Paper Box & Folding Container Manufacturing Company." They are not so difficult to remember, or to write, and lose nothing in descriptive expression.

It is always advisable to provide so far as possible for the future. In the stress and strain of business life a boat that is sailing smoothly to-day may be in rough weather to-morrow. Changes in personnel frequently become expedient or are forced by illness or death. If John Alexander Brown has been successful in business he has a just right to pride of name; but should he form a corporation and turn over his business to it, he may at some time in the future regret having entitled it the " John Alexander Brown Manufacturing Company." Many things may happen later, dissensions may arise among the stockholders, the management may be less efficient, the company may fall upon evil days. Should these drive him from the management or lead him to sever all connection with the company, he must leave his name behind him. If he again engages in business under his own name, he is at once met by an unfriendly competitor which he has himself given the power to annoy him. Should the corporation fail, his name may be drawn into unpleasant situations, for an unthinking public has neither time nor inclination to draw nice distinctions between him and the discredited corporation. He may find, too, that it was his personal connection and not his mere name that strengthened the company's credit and aided the company's business.

When the article manufactured can be produced in a certain locality only, or is made to resemble such a product which has become well known in connection with that locality, or the place of manufacture would be an addition to its selling qualities, it is sometimes well to embody the geographical name in the title of the corporation, but this would have little application to the paper-box industry. Paper boxes may be made anywhere, and one may be quite as good as another, but it is sometimes well for local trade purposes to use the name of the place of manufacture. If such circumstances exist, there may be advertising value in such a title, but it has not always been found expedient. In the manufacture of specialties the name of the principal specialty has usually been found more useful in building up a business.

The use of such terms as "American," " United States," " National " and the like in corporate titles is not always of advantage. They carry with them little of special value, and are chiefly associated with the idea of a " trust," which, whether deservedly so or not, is unpopular with the masses who are the consumers, and a business thrives by its popu-

larity. For small business concerns such titles are sometimes an actual disadvantage. Unless such a title directs attention to a special design or article it is not well to use it.

Corporations are formed under State laws, and in some States the law requires that the names of all corporations incorporated therein shall begin with the word "The" and end with the word "Company." This has been found annoying in practice, as it narrows the field of selection and prevents the use of such words as "Association," "Corporation," "Society," "Union," which are of great value in some lines of business, besides requiring the addition of a useless word, "The," to the title. Wherever the law does not require it, it is well to omit the prefix.

These suggestions are the result of some experience in corporation work, and are adapted to the use of small business corporations. If they are of any assistance to our readers we shall be gratified.

Holiday Boxes.

One of the holiday novelties seen this year was a handsome box for containing gloves, jewelry, candy or any of the countless knick-knacks of womankind, the top of which was embellished with a vignette design, having in the center a small oval in which was mounted a photograph of the recipient. These boxes prove to be very popular in certain localities, being an inexpensive but pleasing souvenir which was doubtless preserved with more care than is given to the ordinary containers of candy or gloves.

Boxes Formed of a Single Piece.

We have received from Frank Nossel, of New York, some very handsome specimens of small boxes, each pressed and formed out of a single piece of cardboard, thus doing away with all hand-pasting, etc. They were made on the Victoria Press and he has aptly called them "Sanitary Boxes." The idea seems to be rather novel, and the product is worth examining. It would appear at first glance that they can be made more economically than the ordinary finished box, and there can be no doubt of their presenting an equally attractive appearance. Those we have seen were adapted to handkerchiefs, gloves, neckties, candies and the like, and being in one piece seem to have unusual strength. Their rounded corners are not easily broken out, although none of the usual reinforcement is used.

Butter Boxes in Australia.

From far-off Australia comes a cry for paper boxes. The dairy industry is one of the most important in that country and among its requirements are proper and sanitary receptacles for packing butter for export. It has been found that the wood-paper box is best for this purpose and a great demand has sprung up, which is greater than local facilities can supply. This has resulted in a large advance in the price of such boxes, and the United States consul at Sydney announces the recent formation of a coöperative box-manufacturing company there with a capitalization of $250,000. Boxmaking machinery from the United States has been installed, giving it a capacity of six hundred thousand butter boxes per year. The new company has been pledged the support of butter factories in New South Wales which produce three-fourths of the total output, and the indications are that the box factory will be a financial success. The boxes will be made of pulp of the white pine from the forests of New Zealand, which is nearly free from rosin and will not injure the flavor of the butter during the long ocean voyage.

Notes.

THE Marx Paper Box Manufacturing Company, of Memphis, Tenn., has recently increased its capital stock from $10,000 to $25,000 and changed its name to American Paper Box Manufacturing Company.

IN New York city, a new company has recently been incorporated for the manufacture of paper boxes, under the title of E. Wallace Craig, Incorporated. Its incorporators are E. W. Craig, L. M. Craig and G. W. Craig and it is capitalized for $25,000.

THE *Zentralblatt*, a German trade-paper, announces that it has received samples of waste from the crushing of olives for oil from Metelin, a Turkish island in the Grecian Archipelago. It is a fibrous substance, suitable for straw papers or boards, or leather-boards.

IT is reported from Germany that a new paper specialty has been put upon the market there which is known as velvet paper, or wool paper, and can be used for fine wrappings or for box coverings. One side of the sheet looks like ordinary paper and the other side like velvet or cloth. The wool fiber is sprinkled over the web while it is passing over the wire and sometimes over the finished paper after being mixed with an adhesive substance. The wool can be dyed and any color produced. It is quite expensive, however, and for that reason its use is likely to be limited for some time to come.

THE Boxboard Dealers' Association of New York recently held its annual dinner, which was largely attended, and in place of set speeches a very enjoyable vaudeville program was rendered. It was one of the pleasantest functions of the season. A number of invited guests were present, besides a very full complement of the membership. The officers of the association for this year are: President, Thomas J. Moore; vice-president, Benjamin Spaulding; secretary, Y. Marcy Edwards; treasurer, Fritz Lindenmeyer; executive committee — David A. Barry, George W. Rudolph, George A. Jaeger, Charles E. Hawkins, S. W. Bartlett and the officers.

BRIAN G. HUGHES, the New York paper-box maker, whose reputation as a practical joker of an original type is widespread, has perpetrated a joke on the park department of New York that smacks a little of Artemas Ward's celebrated bequest to the printers' union. Some time ago he offered to deed to the city a "piece of land in Brooklyn" on condition that the city should forever maintain it as a public park. The gift having been accepted, he presented the deed for it, which conveyed a small grave-lot, eight feet wide, on the line of the elevated railroad. Hughes has had his joke and the city now has the land. It is now time for the next chapter. We shall look to see whether the joke may not be turned upon the joker.

THAT TWO PER CENT FOR CASH.

A printer before putting in a cost system would not hesitate to let a customer take off two per cent for cash. He would be tickled to death to get the money. The printer does not realize, if he is making a net profit of twenty per cent on the gross business, and he allows a customer to take off two per cent from his bill, that his profits are reduced ten per cent.— *F. J. Scott, Minneapolis.*

'TWAS EVER THUS.

Voice Over Phone — "Hello, is that you, darling?"
Miss Coquette — "Yes; who is talking?" — *Life.*

COST AND METHOD

Resolutions.

At the beginning of each year it is the custom to put into effect new resolutions. Usually these have had more to do with personal than business habits. But in this year of our Lord — the first in the second decade of the twentieth century — would it not be a capital idea to begin sharing our good resolutions with the business end of our affairs? In fact, are not loose business methods largely responsible for the breaking of many good resolutions pertaining to our social life? Printers who have not already done so, had better resolve to put in cost systems. It may be the means of preventing them from breaking other resolutions, thus making them winners all along the line.

A Printer Who Is Satisfied with His Cost System.

Mr. Herman S. Davis, of the Star Printery, Wilkinsburg, Pennsylvania, in submitting the cost accounting form printed hereunder, says:

"So many small job-offices nowadays are trying to 'keep alive' (they can scarcely do more) on prices that seem to take into account nothing more than the cost of the paper-stock and the cheap grade of ink they use; and others are 'going to the wall' because they are striving to turn out a first-class job at third-class prices in competition with the aforementioned poor-grade offices — and, on the whole, so many small offices (whatever may be the grade of their work or their scale of prices) are making those prices more or less independently of the actual cost to them of material, labor, depreciation of material, interest on capital invested, etc., that I thought you might be interested in reproducing a 'cost sheet' which this office has had in use for some years, and which has been found admirably adapted to the needs of any small job-office. This loose-leaf sheet is designed to take into account *time* spent on each part of a job, the total time to be charged for at a fixed rate suited to the local scale of wages, plus a small but fair percentage of risk-profit to the proprietor; and also actual cost of *material* used up on the job, plus a like fair percentage of waste-profit. Then to the sum of all such outlay for labor and material is added fifteen per cent for depreciation of the plant and five per cent for general office expenses, interest, etc., experience having shown that this combination of methods and percentages is proper

THE STAR JOB PRINTERY — HERMAN S. DAVIS

JOB-CARD NUMBER:

NAME .....

ADDRESS: .....

COUNTER ENDED AT ..... NO. OF EACH IMPRESSION .....
" BEGAN AT ..... TOTAL NO. PRINTED .....
NUMBER ..... NO. OF PAGE FORMS .....

DATE OF ORDER .....
" PRESS-WORK .....
" DELIVERY .....

BILL RENDERED

LABOR ON	BEGAN HOUR	BEGAN MIN	ENDED HOUR	ENDED MIN	TIME USED
COMPOSITION					
MAKE-READY					
PRESS-WORK					
CUTTING					
FOLDING					
PADDING					
NUMBERING					
CORNERING					
PUNCHING					
BINDING					
PERFORATING					
DESIGNING PLATE					
.....					
.....					
TOTAL LABOR HOURS					
DITTO × RATE ( )					

MATERIAL USED	$	¢
CARD-BOARD		
PAPER		
ENVELOPES		
COVERS		
RULING		
11. TOTAL COST OF MATERIAL		
12. SPECIAL TYPE, MACHINERY		
13. LABOR, RENT, FREIGHT		
14. SUPPLIES (OFFICE & GENERAL)		
15. LINOTYPE & PLATES		
.....		
SUM		
12. 15% FOR DEPRECIATION		
14. 5% FOR INKS, ETC.		
PRICE		

PAID
DATE .....
AMT .....
DISTRIBUTE AS FOLLOWS
$ ¢

"I have found that you can not charge one of them double to make up the loss suffered on another man's job. There is no guesswork about it, and every customer knows he is getting a 'square deal,' for the method is so equitable to all that there is no need of keeping it secret from any business man who has dealings with you. There is no copyright on the form, and any one is welcome to adopt it who would like to try it."

A Suggestion.

One of the vexing problems in the average printing-office is the matter of deciding on the policy to be adopted during dull seasons. What shall be done to keep the wheels going? Is it better to take work at cut prices or to discharge part of the force and let the presses remain idle? As between these two plans, there should be no question as to which is the better. A firm stand against shading prices to furnish a *first-class job at a good profit on the year's business and retain a cheerful and contented set of customers.* For their experience shows that you are not charging

in any season will go a long way toward eliminating the idle periods. And it is a miserable business policy to donate the use of a printing-plant to a customer simply because it is standing idle. It cheapens the whole business, and is ruinous from every standpoint.

If a "filler" is needed to keep the force at work, it would be much more profitable to employ the time in getting out some well-printed advertising matter, showing the consumer of printing the class of work executed, and impressing him with the economy of using only the best. Among printers too little attention is paid to advertising. It has been taken for granted that buyers of printing know good work when they see it, and also the value of it in business-getting. But of course this is far from the truth. In fact, business men are better judges of almost every other commercial product than that of the printing-press.

Dull seasons, therefore, might well be devoted to the preparation of intelligent advertising matter, with the double object of giving wide publicity to the character of work done and to create a stronger general demand for good printing.

If this plan were adopted by those establishments afflicted with the "filler" mania, a great boost would be given the trade and, at the same time, the no-profit jobs gradually would be converted into profit-makers.

Southwestern Cost Congress.

Wichita has an active and enterprising Ben Franklin Club, and practically all the offices now have or are installing cost systems. Three Wichita printers attended the first cost congress at Chicago, and five were in evidence at the St. Louis meeting. The result has been so pleasing that they want printers of the adjacent territory to know all about their experience.

A great many printers could not or did not spare the time or money to attend the second cost congress at St. Louis. But the influence of that meeting has spread through the Southwest, and there are indications that the stay-at-homes of two months ago are eager to learn more about cost-accounting and kindred subjects.

In order that they may do so, the Ben Franklin Club of Wichita will hold a cost congress in that city on Friday and Saturday, January 20 and 21. Wichita is so located as to be within easy reach of a great majority of the employing printers of Kansas, Oklahoma, Texas and western Missouri, and they all should embrace this opportunity to spread the gospel, not merely by attending but by urging others — even hated competitors — to attend. Those who scoff at the cost agitation should put in an appearance if merely to get a taste of the good-fellowship that pervades such gatherings, and absorb some of the get-together spirit.

A. C. McCormick, secretary of the Ben Franklin Club of Wichita, will be glad to furnish information about details of the congress to inquirers, and we hope our readers in the territory mentioned will make Mr. McCormick one busy man.

Ellick in New York.

Leaping into prominence as a member of the Chicago Ben Franklin Club's first Cost Committee, F. I. Ellick has become the Aaron of the cost-getting movement.

Now manager of the Omaha Printing Company, he travels from the western banks of the Missouri to spread the light in the vicinity of the much-touted Great White Way. In order to secure an audience worthy this Hotspur of business debate, several New York organizations agreed to have the meeting under their auspices. So the affair might be known as a joint meeting of the Printers' Board of Trade, the Bookbinders' Board of Trade, the Typothetæ, the New York Branch of the Printers' League and the Club of Printing House Craftsmen.

A goodly number was in attendance, but not enough to do credit to New York, and certainly it was not worthy the speaker or his subject.



LOST IN A GREAT CITY.
Cartoon by Bradley, in Chicago *Evening News*.

Frederick Alfred, of the J. W. Pratt Company, acted as master of ceremonies. He first introduced William B. Brewster, of the Merchants' Association of New York, who, in a gracious way, expressed the pleasure it gave his association to proffer the use of its auditorium to the printers for meetings of this character. Then Mr. Ellick was introduced and the business of the evening began in earnest. This lecture of Mr. Ellick's must be seen (he uses charts) and heard to be appreciated and understood; to attempt to report it would be akin to reporting a moving picture.

The next address under the same auspices will be by Henry P. Porter, of Boston. There is no one before the craft who is more entertaining and informing on the platform than this shining light of Boston printerdom, and it is worthy any man's time and trouble to hear him.

United Typothetae's Big Campaign.

T. W. McGlaughlin, of Peoria, Illinois, has been selected as one of the traveling cost missionaries by the Executive Committee of the United Typothetæ. Mr. McGlaughlin has been connected with the Brown-Williams Printing Company and B. Frank Brown, of Peoria, for a number of years, and it is expected he will cover towns and cities in the Middle West.

The Typothetæ is pushing ahead with unexampled vigor. A note issued from the Philadelphia headquarters says that fifty-one firms and six branches were added during November, and indications pointed to an even greater increase during December. In its campaign the Typothetæ is doing more than its share to place employing printers right with themselves and with the commercial world. Trade abuses are being corrected, fire-insurance premiums have been reduced in many plants, help is furnished without cost, systems are being standardized, data regarding time requirements are being gathered, and everything is being done that

intelligent effort can do to bring about better conditions. Even accident insurance is now provided for the members and their employees at rates much lower than would of necessity be charged to individuals. Of the cost-finding installations we are told that "the selling prices of printing are being materially advanced wherever systems are installed, and that the increases are having little or no effect on the volume of business."

Ben Franklin Club Educational Work.

If the greatest good is to come out of the educational work of the Ben Franklin clubs and other similar organizations, honesty and frankness should pervade the "exercises" in the estimating schools. When printers are asked to make estimates on jobs for the purpose of comparing them with other estimates, they should remember that the object is to reach the actual conditions in competitive bidding, with the purpose of demonstrating the fallacy of contracting for work at unprofitable prices. Little headway will be made in the conversion of price-cutters, unless all members of the organization join in a hearty frankness concerning the actual figures they make under competitive pressure.

The undoing of the trade has been its "bed-rock" prices. Therefore the figures wanted in the estimating classes are the minimum prices the individual would make when pressed by his competitors. In this way comparisons of minimum prices with cost of production will be highly interesting and undoubtedly have the effect of reaching the weakest spot in our business armor.

Estimates should be in the form of actual bids for the work. This would lend a sincerity to the educational movement that would gain the confidence of the trade's membership, and act as a magnet to hold in closer affiliation employing printers entering the market for the same classes of printing.

Let us be frank: If we have trade sins, let them be unbosomed to our fellow tradesmen. Such a course can not help but bring into our organizations that spirit of earnestness and coöperation essential to the highest success.

Ben Franklin Club Re-elects Hartman.

The ambition of Chicago employing printers to launch a National Ben Franklin Association was strongly illustrated at the monthly meeting of the Ben Franklin Club, on December 15, at the Chicago Advertising Association rooms. William J. Hartman, who has served the club as president for the past five years, had urgently requested the members to relieve him of further responsibility as the head of the club. He even went to the pains of sending out personal letters to individual members asking their support for Vice-President Miller as president. But his efforts in this direction were of no avail. According to the views expressed by many members preceding the balloting, the printers of Chicago — in fact, of the entire country — see in "Bill" Hartman the Moses who is to harmonize and consolidate the organization movement, and eventually lay the cornerstone for a national organization which shall gain and hold the confidence and support of all printers the country over. And the determination with which the members ignored the appeal of Mr. Hartman that he be permitted to retire is evidence that a new national association is likely to be born before the close of another year.

The full list of officers elected for the ensuing year follows: President, W. J. Hartman; vice-president, John J. Miller; treasurer, Julius C. Kirchner; directors, O. A. Koss, J. W. Hastie, J. A. Morgan, D. Boyle, G. Seton Thompson, E. F. Hamm, W. F. Whitman, M. H. Kendig, W. C. Hollister.

The meeting was made especially enjoyable by an address delivered by William G. Edens, assistant secretary of the Central Trust Company of Illinois, who spoke of the printers' relation to the banker. Mr. Edens is a most pleasing speaker and has the happy faculty of blending humor and cold business in such a way as to make his remarks highly entertaining as well as instructive. The point which he especially impressed upon the hearers was that the big banking institutions made a most careful analysis of every account carried on their books to ascertain the profit in each, and wherever they found an unprofitable account, no matter how large, it was thrown out. He urges the printers to do likewise.

Before adjournment a motion was made and carried that a committee be appointed to confer with similar committees of other craft organizations looking to a central association of allied crafts in Chicago.

Pacific Coast Printers' Cost Congress.

Washington's birthday will be celebrated at Spokane by the assembling of the first Pacific Coast Printers' Cost Congress — that is, if the local Printers' Board of Trade has its way. Under date of December 6, the board issued this comprehensive call to the employing printers of the Pacific coast:

"During the progress of all the past century there has nothing come to the employing printers of the North American continent of such incalculable and intrinsic value as the education inaugurated by the first meeting of the Printers' International Cost Congress in Chicago, in October, 1909, and the second meeting at St. Louis in October this year.

"There have been many things the matter with the average employing printer; but, fundamentally, there has been but one thing wrong, and that is and was his lack of knowledge of his costs of production. He has been giving away his profits, and, in many instances, his capital, because he didn't know any better, and often for the reason there was no good way to ascertain costs.

"Unfortunately for the printers of the Pacific coast, we have been so far away from these two meetings of the cost congress that but few of us have been able to take the time and incur the expense of attending these meetings, and the attending results have been of such incalculable value to the printers of the East, Middle West and the few from the coast who have attended, that it has put the majority of the coast printers far in the rear of their competing brethren of the East.

"So, therefore, at a recent meeting of a few employing printers of several Northwest cities, it was unanimously agreed that we were losing money every day by not having the knowledge to be gained by the coöperation and affiliation of the printers of the coast looking toward an education of production.

"Therefore, again, and to the end desired, you as one printer who wants to make money, and more money, to provide as other business men do, a competency for your old age, are particularly and cordially invited to attend the first Pacific Coast Printers' Cost Congress at Portland, Oregon, February 22, 23 and 24, 1911.

"The best speakers to be had from the East will be present and offer their arguments and plans which have won all the leading printers of the East to adopt cost-finding systems.

"F. I. Ellick, of Omaha, the father of the modern movement; J. A. Morgan, of Chicago, the chairman of the

American Cost Commission; Franklin W. Heath, of Philadelphia, another of the pioneers; R. H. Nelson, president of the American Type Founders Company, and others, have been invited to take part in the program. Besides, the brightest and most clever coast printers will contribute their share of knowledge and experience for the good of all.

"We want to urge most emphatically and in all truthfulness and sincerity that the three days you will spend at this meeting will pay you greater dividends than any one month you may put in your business. You can well afford to postpone every other engagement, lock the doors of your shop and come to this meeting."

The objects of the three-day gathering are declared to be:

"The objects of this meeting are to encourage and foster a feeling of friendship between all the employing printers of the Pacific slope, to effect a thorough organization with a view of improving the condition of the printing industry in every proper way; to coöperate with one another in eliminating the evils of ignorant and ruinous competition; to protect one another against undesirable and delinquent customers, and to especially study the systems and cost finding, with a view of adopting a uniform cost-finding system for all the printers of the Pacific slope; and, finally, to coöperate with the American Cost Congress in making a universal cost system and one international organization."

All necessary information can be obtained by addressing Secretary R. E. Morrell, care of Killam Stationery & Printing Company, Portland, Oregon.

Co-operation of Printers and Engravers Desirable.

Up in Winnipeg the printing industry is usually regarded as being in good shape. The board of trade is the guiding star of the craft in Canada's western metropolis, and it goes without saying that regular gatherings have had an immense influence in bringing about this desirable condition. At a recent meeting, Mr. Ransom, of the Ransom Engraving Company, made an address that is enlightening and happily in harmony with the "get-together" spirit which permeates the craft, showing that coöperation primarily intended for business purposes may be made the instrument for an improved and better craftsmanship. Mr. Ransom said, in part:

"I am convinced that printers should know more than they do about process engraving, and that it is just as necessary the process engraver should know all he can about printing and the cruel uses to which his cuts are sacrificed. The broader the knowledge of both parties, the better will become the finished product.

"As a believer in this Printers' Board of Trade, I fully recognize the good work it has set itself to accomplish — to improve business conditions, and to encourage higher ideals in execution.

"Away back in the eighties, when the process art first came to astonish printerdom and delight the general public, there was invariably a wonderful amount of secrecy and reserve about the methods and processes employed. The effects of this are still felt to-day, and a few engravers are yet very reluctant to throw open their studios, or to show and explain to their friends, the printers, the ways and means of the photoengraving art. Possibly they think the printers are likely to learn from their visits enough to start a small plant of their own. I am inclined to think that the more the printer knows of the troubles of the engraver the less is he likely to become a competitor.

"As a result of this reserve an ever widening chasm existed between the printer and the engraver during those early days of process engraving, but, happily, we now find the reverse opinion becoming more general, and printers and engravers are fast realizing the value of a wider knowledge of the kindred trades that so largely influence their combined finished product.

"In the still more distant past, you will find that the printer and the engraver were linked together inseparably. The printer of two centuries ago was of necessity a man of great intelligence and artistic judgment; it was his business to choose and direct artists and engravers — how different is it to-day.

"Some years ago I had the pleasure of viewing that most unique existing memorial of early printing — the House of Plantin at Antwerp, in Belgium — the only printing-house that has been left intact as the monument of a great departed business. Here is a printing-house that bears striking contrast to the present-day printing factory — a house that for three hundred years was as much the home of art and education as a place for work and trade.

"In seven rooms and lobbies of this museum are seen two thousand copper engravings and fifteen thousand on wood. It is a most curious collection of original work displayed on the benches and desks where they were engraved between two and three hundred years ago.

"Here usually the engraver was the artist and he worked side by side with the man who printed his plates. It is not hard to imagine the artist there directing the pressmen, with the result that the pressman fully appreciated the results that the engraver was striving to attain.

"From this remark you might conclude that every printer should add a process-shop to his plant and a few more worries to his already wearied brain, but the methods of the modern engraver are so complex and his necessary plant so expensive that this is not practical, except in the case of very large firms and specialty houses. In Plantin's day one man performed the entire process; to-day engraving is so complex that it needs a dozen specialists to produce one block. Well, you naturally ask, what can the poor printer do?

"I suggest, first of all, that he should listen to the engraver, also that he should in turn tell his troubles to the processworker. This exchange of views is beneficial to both. The blockmaker knows his work is not always perfect — that tint-plates are often mounted out of square; that blocks are apt to be planed unlevel.

"The process-shop, like the printery, is too much of a factory and not enough a home of art and education. We employers work with more than one eye on the wage total and bank balance; in many cases these are the only real totals that are correctly known — with the result that a high speed of manufacture has been attained that is set as a criterion for all future work and which proves from experience to be the death-knell of fine execution. The need of correct accounting in many offices keeps the mind of the owner in a state of glorious uncertainty, and the once good journeyman who has chosen to become an employer, deteriorates to the ordinary level of the much-advertised quick job-printer who joyfully sticks up a notice, 'Try me for a rush job.'

"The man who runs his business so that he knows where he is can afford to spend time on the jobs that are worth while, and has more opportunity to broaden his knowledge and to visit his engraver. He forms opinions and acquires a wider understanding of the complex circumstances that influence the finished job.

"Surveying, in an unprejudiced way, the average fin-

ished products of our joint labors in Winnipeg, we must regretfully admit that the latest improvements in the photomechanical processes, together with the masterful devices that fill every print-shop, have contributed but moderately to the advancement of the artistic side of our business.

"This side of the trade has certainly not kept pace with the marvelous progress that is to be noted in the technic. The men of science with their chemical formulæ and ingenious discoveries have simplified our work considerably and greatly increased our output. But yet how comparatively little of our work comes up to the just demands of art, taste and distinction.

"When we consider, for instance, the magazines and periodicals with their special holiday numbers, how few of these really satisfy the obligation that is due to their pretentious claims? How few even repay the trouble of keeping?

"If this deplorable state of mediocrity were more readily recognized it would become better understood, success must be a mental condition before it becomes a material one. It is certainly not the lack of fine quality materials, nor the want of wonderful machinery. Our choice of paper is unlimited, our inks are the finest made, and our machines



A PRINTER'S HOME.
Residence of H. F. Miller, foreman composing-room, *Daily Journal*, Lansing, Michigan.

can fulfil the most exacting demands; the fault is that the printers of to-day, with very few exceptions, are not artists, and the skill and taste of the average worker of the print-shop leaves much to be desired. Call to mind the print-shops of Winnipeg — in how many of them will you find exhibited framed examples of their work? When you visit our annual exhibition, where can you find the printer and his product? an industry that, I believe, ranks second in number of employees within our glorious city.

"We may have expert machine operators; the most accurate accountants in the office; smart foremen and capable pressmen; but who are our artist printers? Look at Winnipeg! Do you see the thousands of men and women preparing copy, setting type, manipulating keyboards, reading proofs, making forms ready on the press, artists, photographers and engravers preparing cuts; do you hear day and night the clicking of the typesetters, the roar of the presses and the babel of voices; do you see the hundreds of skilful hands tending the stitching, ruling and cutting machines; do you realize the immense volume of work all these workers and machines turn out every day in our city? Much of it, I grant you, can not ever be more than ordinary printing, but how small a pile you could gather and call truly artistic. Not before you are interested in the finding of your costs sufficiently to install the necessary system, and providing your business accounting is in such shape that it will leave your minds at ease, will you find convenience and time to do some printing that is really worth while.

"Honestly, I believe that every printer has at the bottom of his heart a great hope to some day do something real good; but it seems he seldom gets time to attempt it, and when he does try, he has had so little practice at doing real good work that his attempt often ends in a dismal failure.

"Beautiful works and compositions are not made by chance nor can they ever be made of any material at small expense. A creation for cheapness, and not for excellence of workmanship, is the most frequent and certain cause of stagnation in many a business.

"Progress in every direction lies so clearly in the improvement of output that it is not possible for you to maintain any argument against the necessity of doing good printing — the only kind that is profitable to the user and producer.

"I am not content with calling your attention to the present standard of Winnipeg printing, without trying to point the way to higher accomplishments. It is a very general claim with printers everywhere that they can not get the necessary price for good work. Surely this is a very poor excuse; in this age of prosperity, I would suggest that it is lack of salesmanship. It is the duty of the salesman to sell his goods right and get a right price. He should have samples and arguments to convince his customer that it will pay him to get the best work. This is the task of all salesmen in all lines of business. I would further suggest that every printer write up in some conspicuous place a notice to the effect that 'it is within the power of the man who does the selling to make or ruin any business.'

"Too much time is spent by the sellers of printing trying to figure on each job how cheap it can be done, instead of using arguments and reason with their customers for better work.

"Buyers of printing are just as human as buyers of hardware or groceries; the salesmen of these articles have to face just the same problems as printers; but, from them we seldom hear the complaint that their customers will not pay the price. Printers must become better salesmen if they want to do better work and to obtain right prices."

Written for THE INLAND PRINTER.

THE DANGERS OF CREDIT.

BY MR. GEORGE D. FORREST,
Secretary and Treasurer, Chicago Paper Company.

Analysis of the conditions affecting the printing trade to-day and the means which would create better profits and a better understanding between employing printers, supply men, employees and the users of printing, is of the first interest to all concerned. "What Is the Matter with the Printing Trade?" The views of Mr. Geo. D. Forrest, secretary and treasurer of the Chicago Paper Company, are submitted.

THERE are many conditions confronting the credit men of the supply houses catering to the printing trade which are perplexing and difficult of solution. They must meet conditions as they arise and study each case thoroughly before they act. Credit men who act with haste invariably repent in leisure, but there are few instances where credit is extended without the house being thoroughly convinced that there is not one chance out of ten of losing anything. The supply house which starts a printer in business, taking a mortgage on the machinery and getting little cash for the accommodation, is responsible for the condition that the Ben Franklin Club is seeking to remedy with all the force at its command. The problem of extending credit to the new printer is one hard of solution and one which I have been unable to compass, nor have I found a man who could. In absolute justice we must accord to the supply house that takes the mortgage the right and privilege to this mortgage, as it is one that would be taken by any other supply house if opportunity were afforded or line of goods were such as to be subject to mortgage. But let us hope that as a possible result of the coöperation which now seems imminent in this line an understanding may be reached, whereby a man must be in possession of means sufficient for him to make a larger cash payment than generally required at the present time, assuring thereby in the very nature of the transaction a higher standard of merit and purpose and eliminating to a large degree the gamble of "everything to gain and nothing much to lose." In this gamble (in many cases we call it nothing less) do we have in mind our basis of right thinking and right acting? Are we absolutely honest in such doing? Can we feel sure that aside from our lack of funds there are other qualities of business training or experience to insure success? Are we justified in our venture simply because of the ease with which we can be equipped with a plant and venturing other people's money in our necessity for credit. The typefounders and pressmen have been held responsible in the past both by the printers and all other supply houses for the unfortunate conditions existing in the printing trade, and, doubtless, to a large extent this may be true, but when a printer who by native ability has succeeded, and, in his desire to see conditions improve, allows himself to criticize the ease with which an inexperienced man may be started in business without capital, he is undoubtedly unmindful of the time when he was in the same situation himself, and, had it not been for the pressmen and other supply houses, he would not be where he is to-day. This successful printer, by sad experience, by all kinds of hard knocks, went through all the phases of cutting prices, because he did not have a cost system, and, therefore, did not know before he accepted a job the exact expense that would be incurred in getting it out. He had to keep his presses running; perhaps he had a poor credit system, his knowledge of the business was probably limited, and innumerable other reasons might be enumerated for his uphill fight. Finally, as a survival of the fittest, he came into his own, and finds it necessary to compete with others who are going through the same process of development. I will admit this is hard to bear, but must also say that this was a condition in the past. The Ben Franklin Club, always enterprising, is looking hopefully to the future for results based upon a better understanding, a broader view of things, and a united effort to improve all conditions pertaining to the printing trade. Considering the ease with which a man can get into the printing business without any capital and little experience, is it to be wondered that the credit men of the supply houses have many anxious hours and are often at their wits' end to know what to do? I must say that the credit men are the best friends that the printing-houses have. They want to be assured of the printer's basis of right thinking, right acting and right methods. They are of very necessity hoping for the printer's success, as it means business for their house, and they will do everything in their power to help the printer along. There have been times in every business man's career when he needed help, counsel and encouragement, and never failed to receive it when a frank, honest statement of fact was presented, and where methods could be improved and the change made to conform to suggestion. Nine times out of ten, failure to accomplish results may be attributed to wrong thinking, wrong acting or wrong methods. Acting on this basis, I believe that the new printer should commence with a small plant, withstanding all temptations to put in machinery beyond capacity of handling, make promises and keep them, collect promptly and not be afraid to ask for the money, then discount bills with the supply house.

If the typefoundries and pressmen would change their tactics it would not be such an easy matter for every man who comes along and wants to be started in the printing business to obtain the credit. In the case of the pressmen, I know instances where they forced their material on new men who had no immediate or perhaps future use for it, simply to get rid of the old stock. Of course, they had no chance to lose anything, no matter what the fate of the new house, but things are different when paper and ink houses, etc., are considered. These houses must meet the credit plan as a moral issue, because they are unable to obtain a mortgage, simply trusting to the honesty of the printer. If the typefoundries and pressmen had to take the same chance as the paper and ink houses, they would not be so free with their credit. However, they are beginning to organize and perhaps in the course of time they may become fully in sympathy with the Ben Franklin Club. Our house considers the new man who asks for credit a hazardous risk. He may be a success or failure. His fate determines whether or not we are to be paid for the material we sold him. Our house is limiting credit more and more each year. When a new man comes to us we ask him a line of questions that will leave no doubt as to his ability, honesty, references, etc. The first thing we ask is what his plant is worth, his indebtedness, business ability and experience. In most cases we find that the new printer paid little cash to the typefoundry or pressmen. We extend credit to the amount we feel safe to advance for the first time. Now, if these new printers had to lay down more cash when they visit the foundries, the paper and ink houses would not find it necessary to feel their way. I believe that if a man is willing to sacrifice his own money in the printing business he will show that he is more in earnest to succeed. But when he is equipped throughout on credit he will not have to worry so much whether he pays his bills or not.

THE most trifling actions that affect a man's credit are to be regarded.— *Benjamin Franklin.*

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

The Meaning of Aspiration.

In a letter to the editor, " Spiritus Asper " says that the word aspiration is improperly used in an article in the September number. He says he showed it to a gentleman who laughed at it. Both of these gentlemen may make another guess, but those who read the letter will do well not to accept what it says as final. Even the Standard Dictionary definitions quoted in it justify the use made of the word, but Webster's New International does it better, by saying that a sound is aspirate or aspirated when it is " preceded or followed by, or blended with, an h sound," and that an " aspirate is a sound characterized by breath, or aspiration," and includes th as in thin, though it says that such digraphs are better called fricatives or spirants. Sh, ch, and zh are sounded by blending breath with what would otherwise be sibilant, and this is aspiration, and palatalization is also present in making the sound. He laughs best who laughs last, and the writer does not think that " Spiritus Asper's " friend is quite entitled to the last laugh.

Guides for Use of Accents.

S. N. C., Chicago, writes: " Can you tell me of a reference work by which one could verify the use of the acute, the grave, and the circumflex accents in foreign words or Anglicized foreign words? " *Answer.*— For exhaustive information only the dictionaries are available, and only the foreign dictionaries give all foreign words. English dictionaries include, usually, only the foreign words that are frequent in English literature. Bigelow's " Handbook of Punctuation " has a chapter on the use of accents in various languages, but it gives no list of words. Anglicized words from which the accents have been dropped are comparatively few. Depot is one, and many people spell debris instead of débris. Débris, however, is still often printed with the accent. Cortége is a French word that has changed its accent from grave to acute. The only book the writer knows of that gives information as to such changes is the French dictionary, and of course the newest forms are in the newest works only. English dictionaries vary in their decisions. Debris is given in the Standard, though the form with the accent is preferred. Webster's New International, the newest English work, does not recognize this word without the accent at all. A reliable and authoritative list, as full as it could be made, would certainly be useful, but it would have to be revised often, and would probably involve much more work than its maker could ever be paid for.

Lists of Variant Spellings.

G. W. R., Saxonville, Massachusetts, asks: " Will you please inform me if there is any book or booklet issued, for proofreaders' reference, giving, in parallel or contrasting columns, the varied spellings of English words (i. e., the spellings authorized by Webster, Worcester, the Century Dictionary, etc.)? If there is such a publication, will you please give the name and address of the publisher? " *Answer.*— Many such lists have been published, but no really full one that I know. The latest list that is arranged in columns from various dictionaries is in Theodore L. De Vinne's " Correct Composition," and includes the Century, Standard, Webster, Worcester, Stormonth, Imperial, and Oxford dictionaries. The book is published by the Century Company, New York. The list from Webster gives the spellings found in the Webster's International, which changed many of those especially known as Websterian because they were given in the Unabridged, and the latest Webster's (the New International) has altered many more words. " Preparation of Manuscripts," by Frank H. Vizetelly, published by the Funk & Wagnalls Company, New York, contains a list of spellings classed as American and English, without naming any authorities. It does not pretend to be exhaustive, but it certainly is useful. Benjamin Drew's " Pens and Types " gives two lists, one from Webster's Unabridged and the other from Worcester. This book is published by Lee & Shepard, Boston.

The Prudential Style-book.

The Prudential Insurance Company, of Newark, N. J., has a style-book for its Printing Department, whose most remarkable feature is the almost utter absence of general rules for typographic style. Nearly everything else of the kind that I have seen, especially when called a style-book or style-card, has dealt only, or mainly, with matters of punctuation, capitalization, spelling, etc. In this one very little space is devoted to such subjects. Punctuation is exemplified by a few short sentences which show merely a few uses of the comma. No rules are given. The other questions of style are ignored altogether, except the purely typographical ones dealing with the kinds of type to be used in certain work and the arrangement of special matter, as head-lines, addresses, etc. Considered as a style-book, which it is called, this is certainly unique. Its title-page has a sub-head which is much more appropriate, " Rules for the Guidance of Printing Department Employees, who are expected to read and observe them." It is because the rules for guidance include some that might well be more strictly applied in most printing-offices that this note is written. Evidently the office is systematically organized for economical practice, as most of the sixteen pages of the style-book is devoted to rules for handling the work and for preservation and disposition of material. Here are a few of the rules: " Type pages should be properly spaced before being sent to the stoneman, who will be expected only to lock up the pages — all corrections and the justification of poorly spaced lines to be done by the compositor." A good rule. But a better one would be that compositors should not set any poorly spaced lines, under penalty of dismissal. " Whenever type-matter is pied and reset, it is expected that a proof will be taken and the proofreader's attention directed thereto by plainly marking the portion that has been reset. Responsibility for errors in lines that have been pied and reset will rest wholly with the man who fails to observe this rule. The attention of pressmen and feeders is especially directed to the foregoing. " It is expected that the compositor will exercise the utmost care in making corrections marked on the first proof." This should have been supplemented by the rule that the proofreader should exercise the utmost care in revising. A proofreader who had marked two slight corrections on a first proof was told by the man who set the type, and who found a wrong letter when distributing it afterward, that the job had an error in it, and answered that he had not

bothered to revise it, because the compositor was so careful that he had not thought revision necessary. Revision is always necessary. "All cases of display type must be placed in their respective racks before compositors leave the office at night." "Whenever a compositor is unable to find sufficient type in a case to set a job according to instructions, he should request the property man to get the needed sorts, and in the meantime turn letters for those he lacks." "Before replacing cases in their racks, compositors should make note of needed sorts and make report thereof to the foreman." "Important — let the other man do all the talking." "The property man has sole charge of brass rule, and he alone shall put it away." "The new furniture under imposing-stones must not be cut. Any man who violates this rule will subject himself to instant dismissal. This applies also to labor-saving material of every sort." These excellent rules contain little about the proofroom, but with such general conditions as they indicate the proofroom must feel some of the benefit. The style-book closes with explanation of the signal system for fire drill.

SECOND-CLASS RATES AGAIN.

Printerdom is deeply interested in any question involving the second-class rates. That device of the postal laws has been the daily friend of the printer, because it has aided immensely in adding to the volume of printing. For several years postmasters-general have made a specialty of blaming second-class matter — newspapers and periodicals — for the department's annual deficit. From their viewpoint the natural remedy was to raise the postal rates. Last year President Taft indulged in some "loose talk" about the second-class "evil" that drew down on his head much advice and some unkindly comment. That did not cure the President, for he returns to the fray this year, though he is somewhat guarded in his comments and has more rationalism in his remedy.

But advertising is still looked on as an unwholesome thing that should be taxed. The administration proposition is that magazines shall pay extra postage on their advertising pages, the excess being sufficient to cover the alleged tremendous losses involved in handling second-class mail. For some reason — which nearly every person guesses right the first time — newspapers and educational journals are to be exempt from this impost. Another alluring proposal emanating from Washington is that when the second-class rate is settled in that way first-class (letter) postage can be reduced to one cent.

The old controversy is reopened, and old arguments are being presented in new phrasing, but the periodical publishers' associations have not spoken — the heavy guns have not been drilled on the administration's proposition, so to speak. In some quarters there is a suspicion that as this is a short session of Congress nothing will be done this year with the recommendations of President Taft and Postmaster-General Hitchcock.

Wilmer Atkinson, editor of the *Farm Journal*, Philadelphia, Pennsylvania, is one of the best informed men in the country on the subject, and has displayed much public spirit in the manner in which he has combated the views of the department. His most recent contribution is in the shape of a communication to the *Fourth Estate*, in which he says:

"The argument in favor of a higher postage rate on magazines in order that penny letter postage may be established, is well meant, but is based, as I believe, on faulty premises, for it is an error to assume that the one-cent-per-pound postage on magazines and other periodicals occasions any actual loss to the Government.

"In making such assumption no account is taken of the enormous amount of letter, circular and merchandise mail that is actually created through advertisements in those publications, nor is account taken of the much greater cost of handling first-class over second-class mail matter.

"On March 3, 1879, the present rate was established. Here is an interesting table, which I commend to the thoughtful attention of those who charge postal deficits to the low rate on magazines: The deficit was for 1875, $6,819,949; 1876, $4,617,290; 1877, $5,954,737; 1878, $4,887,577; 1879, $3,407,916.

"The above was at the high rate prevailing before the act of 1879. Now see what follows: Deficit for 1880, $3,227,425; 1881, $2,807,168.

"Then the deficit was turned into a surplus, for in 1882 there was a surplus of $1,394,389, and in 1883, $2,225,749.

"Going back still further to 1860, when the postage rate was four times what it is now, there was a postal deficit of $10,652,543, while the deficit for 1910 is over $4,000,000 less than in 1860, all of which goes to show not only that the one-cent-a-pound rate does not increase or cause deficits, but that it works the other way.

"A year ago the Postmaster-General in his annual report laid the blame for a deficit of $17,479,770.47 upon second-class matter, mainly upon magazines (which, in fact, constitute less than twenty per cent of second-class matter); then he went to work and lopped off a lot of excrescences saving $11,000,000 of revenue, though second-class matter increased during the year something like twenty-five million pounds.

"Those, therefore, who are advocating penny letter postage are on the wrong track when they urge a higher second-class postage rate. It would be more to the purpose to urge a parcels post, so that the forty-one thousand rural carriers who are paid $3 each per day may have more than the pitiful twenty-five pounds to carry on their diurnal rounds."

UNTERRIFIED, BUT—

Little Adelaide was inclined to be cowardly. Her father found that sympathy only increased this unfortunate tendency and decided to have a serious talk with his little daughter on the subject of her foolish fears.

"Papa," she ventured, at the close of the lecture, "when you see a cow aren't you afraid?"

"Why, certainly not, Adelaide, why should I be?"

"Well, when you see a dog, aren't you afraid then?"

"No, indeed!" with marked emphasis on the "no."

"Aren't you afraid when it thunders, papa?"

"Why, no," and he laughed at the thought, and added: "Oh, you silly child."

"Papa," and Adelaide came close and looked into her parent's eye, "aren't you afraid of nothing in the world but just mamma?" — *Success.*

BARNYARD PATHOS.

She laid the still white form beside those which had gone before. No sob, no sigh, forced its way from her heart, throbbing as though it would burst. Suddenly a cry broke the stillness of the place — one single, heart-breaking shriek; then silence. Another cry; more silence. Then all silent, but for a guttural murmur, which seemed to well up from her very soul. She left the place. She would lay another egg to-morrow.— *Princeton Tiger.*

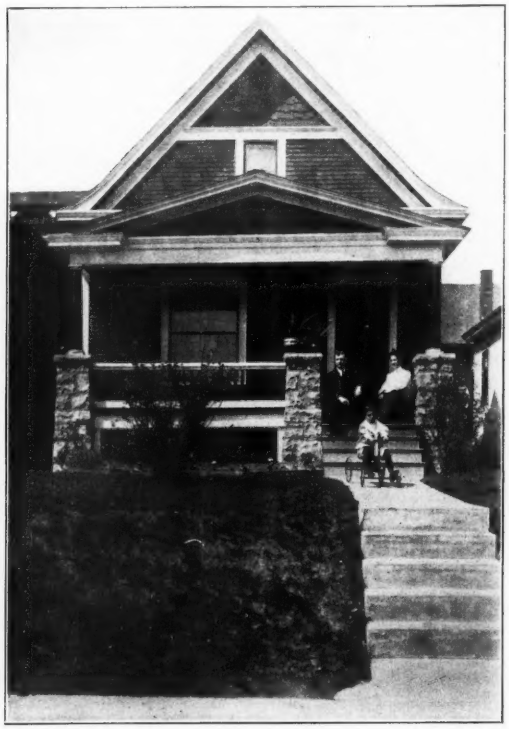
MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Keyboard Fingering.

W. E. H. writes: "Several days ago I wrote regarding the possibility of procuring a book giving the correct fingering of the basic words of the language. In reply I received a communication in which I was told that such a book was not necessary, as there is no definite position for the fingers in linotype fingering. I do not want to appear disputatious or disposed to take up your valuable time with argument, but your reply leaves me 'up in the air.' I have before me a small book of twenty-two pages by Mr. J. S. Thompson, in which he illustrates how twelve words should be fingered. It has been a great help to me, but why, if the fingering of twelve words is given as an aid to the beginner, would it not be worth while to give several hundred? For example, take the word 'retain.' Is it better to give the wiping stroke recommended for 'ch' in 'charming' to 'eta' or finger them separately? Take the word 'channel.' Is a wipe advisable on 'cha'? At page 16 Mr. Thompson discourages the wipe on 'sha' but you will observe those letters are not in a direct line, and in the word in point, 'shall,' there is no left-hand letter before the double 'l's,' while in 'channel' the two 'n's' give the right thumb time to get to the 'l.' Again, take 'trouble.' Should the right or the left thumb hit the 'u'? On account of the following far-off 'b' the beginner might prefer the left. Again, take 'not.' The beginner will be puzzled after reading the advice not to load up one hand with work, to know whether the right thumb should not go on the 'n.' Again, take 'touch.' The beginner seeing that the top 'ch' follows 'u' would like to play the left thumb on the 'u.' That may be all wrong, but he has no guide to correct him. Again, the little word 'late' suggests to the beginner that the left thumb go on the 'a,' the fingering being thus: right thumb, left thumb, first and second fingers of left hand. In the word 'sustain' and others with 's' followed with 'u' the tyro is necessarily puzzled as to the finger to play on the initial 's' and the 'u.' The combination of 's' and 'u' also in the word 'usual' is a puzzler. On page 13 Mr. Thompson gives the fingering of 'which' with the right thumb on 'w.' This fingering would never occur to a beginner. Now, the beginner naturally would like to know whether the principle of throwing the first finger across the thumb on the 'h' applies in all words beginning with 'wh' or is the fingering modified by the following letter, as in 'while,' 'when,' 'whom,' etc. Here I am beginning to handle the keyboard and am trying to follow the injunction of the book to go slowly, but what is the use of going slowly if I do not know how to finger properly? At page 7, the book says that in order to set without looking at the board the keys 'should always be touched with the fingers nearest to them and thus avoid as much as possible wide movement of the hands.' Then I turn over to the illustrated fingering and I find the complicated fingering given for 'which,' the thumb being brought up a line above the two lines supposed to be its proper field. In the fingering also of 'great' the left thumb is brought up for the 'a,' but in what words that jump of the thumb is made is beyond my 'novicial' mind. It is quite true that fingering now seems hard to me that will later seem easy, but it is just because it is hard now that I ought to be started right, and deplore the want of a book giving the fingering of the basic combinations, such as those mentioned, and in addition 'sts,' 'ly,' 'ning,' etc." *Answer.*— We believe it would be of little value to have to memorize the positions of so many words, as "there should be no set rule as to which finger should strike a certain key under all circumstances." For instance, if the word "the" and other words are fingered, it would likely be done with the fingers of both hands, where, if it occurred alone, it would be fingered as shown on page 9 of "Correct Keyboard Fingering." We believe the wiping motion is suitable in many cases, and in the word "retain" would use it. In the word "shall" use the right hand for "sh," the left for "a," and the right again for the "ll." This plan is in line with the suggestion on page 16: "wherever practicable, the hands should work alternately." The word "channel," according to the foregoing suggestion would be thus: "ch" with right, "a" with left, "nn" with right, "e" with left, and "l" with right. With the word "trouble" it is not practicable to alternate throughout, so the word would be fingered very naturally as follows: "t" with second finger of the left, "r" with the forefinger of the right, "o" with the left thumb, "u" with the right thumb, "b" with the third right finger, "l" with the right thumb, and "e" with the second finger of the left



A PRINTER'S HOME.
Residence of E. L. Traylor, linotype operator, Kansas City, Missouri.

hand. The word "not" would appear easy by touching the "n" with the right thumb, "o" with the left and "t" with the second finger of the left hand. In "touch" the right thumb plays on the "u." As the thumbs should rarely leave the three lower banks of keys, "late" should be made with the right thumb and first, second and third fingers of the left hand. "Sustain" as follows: "s" with first or second finger of the right hand, "u" with left thumb, "ta" with a sliding downward stroke of left second finger, "in" with a wiping stroke of the left thumb. The word "which" and similar combinations would be fingered as given on page 13. In fingering the word "great" you will notice that as your second left finger is on the "e" the left thumb is quite close to the "a" and the forefinger is just over the "t," hence it is quite reasonable to finger the word in that manner. Both hands are used in making "sts" and "ly," while the left thumb alone is employed on "nin." The list could be prolonged indefinitely, but to no advantage. Once the principle is grasped, that of using the thumbs on the lower banks of keys, the fingers dividing the upper banks between them, the student will have no difficulty in fingering any combination.



A PRINTER'S HOME.
Residence of F. L. Starks, linotype operator, Kansas City, Missouri.

Matrices Refusing to Respond.

A Canadian operator asks: "(1) On the No. 5 Linotype I am running, on changing magazines, lower-case 'h' does not drop until second touch of key, sometimes more. This only happens the first time letter is used, afterward coming O. K. till change of magazine. Just the same with all fonts in use. Keyboard cams are clean, rollers all right. Being so slight an annoyance I prefer not to tinker with it till I'm sure of the cause. I note my matrices have the burr complained of by many of your correspondents caused by striking the lower front glass, but if burr caused the trouble it should appear irregularly; besides, I've eliminated burr on 'h's.' Keyrod works all right. (2) Will you please outline procedure to be followed in dismantling machine for removal from one office to another? (3) Is it possible to set knives so as to make slugs thicker at bottom than top, and, if feasible, is it ever really necessary?" *Answer.*— (1) The next time you change a magazine, and after the matrix lock has been withdrawn, examine the front end of magazine and see if the "h" matrix is in the first position, then look at the "h" keyrod and see if it is uniform in height with the others. If these conditions are normal, touch the "h" key and note if the keyrod rises, as it should. The foregoing test may determine where the fault lies. There may be a weak keyrod spring. (2) If you have to hoist the machine, remove the magazine bracket, keyboard, face-plate, first elevator, intermediate bracket and the first cam. Securely tie or wire the pot and the vise. To hoist, attach the chain or ropes to the column and to a bar or rod passed through the hollow cam-shaft. Have it ride as near perpendicular as possible. (3) It is not advisable to set the knives so as to give a slug that will be thicker at the bottom. The working up of column-rules may be corrected by securing those that are made to go with linotype matter. These rules are thicker at the bottom, thus compensating for the wedge shape of the slugs lengthwise.

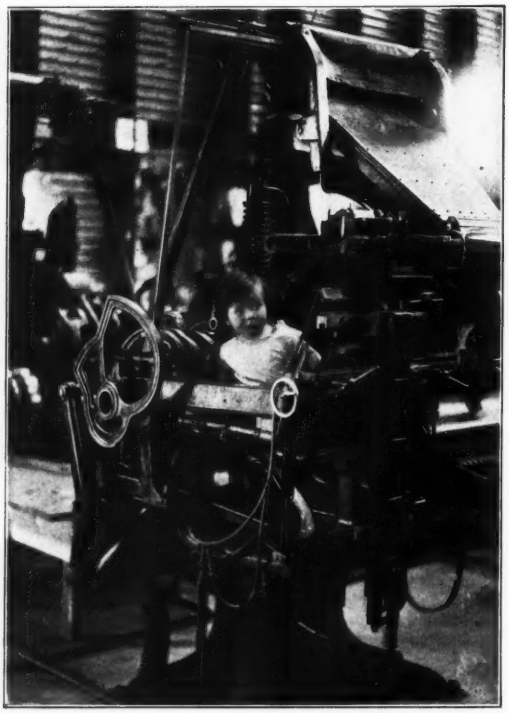
Metal Runs Hot and Cold.

An operator in Wisconsin who has a Model 1 Linotype, which has been running about eight years, writes: "The trouble I am having is with the metal-pot. The temperature of the metal varies to such extremes that there must be something wrong somewhere. Sometimes it will run along all right until a pig of metal is put in, when it will become so chilled that I will have to wait a few minutes until the metal heats up again, and then again I will be getting a good slug when all of a sudden it is so hot that I have to wait and let it cool down. Could it be that the pot needs repacking — that is, between the crucible and jacket, or is that never necessary? The crucible has never been taken out, and I am afraid I would have a hard time getting the bolts out which hold the cap down, if I should have to repack is. What is best to use for packing? The burners appear to be all right and gas governor is also in good working order, so I don't think the trouble lies there." *Answer.*— You state that the governor is working all right. From that, we understand that you have but one governor. If this is so, your trouble can possibly be traced to the lack of a pressure governor. If you have a machine governor and have no pressure governor on the main pipe you may have just such a trouble as you describe on account of the variation of gas pressure. You should have a thermometer to determine the temperature of your metal; then you will know when it is correct, and will be able to see if there is a variation as you have described. If your pot needs repacking it can only be determined by examination. It does not seem probable that your trouble comes from that cause. If you want to remove the bolts you should put coal-oil on them several hours before trying. If they will not turn out by using reasonable force, then cut off the heads with a cold-chisel

rather than to twist the screw off in the jacket. The pot should be out of the machine to do this conveniently. When the cover and liner are removed the screws can again be oiled and possibly removed with a small pipe-wrench. If the jacket needs repacking it can be discovered when the cover is off. To pack it use ground asbestos, which can be purchased from the Mergenthaler Company, at Chicago.

Machine Stops with a Jerk.

The following letter has been received from a New York Linotype operator-machinist: "Our machine, three years in use, has given us at times considerable trouble by stopping with a jerk. The cams rebound or back enough to throw clutch in opposite direction far enough so that it engages the rim of the pulley, again causing a jerk. At times (not always) cams will back just as far as possible,



THE LATEST IN LINOS.
By Edward Myers, Perth, Western Australia.

or as far as space between clutch-leathers and rim of pulley will permit, the leathers hugging rim of pulley even to a friction. All adjustments affecting clutch seem to be O. K., space between collar and frame just admitting gage for that purpose; space between collar and forked lever seems about right. The only adjustments I have ever altered in any manner is to reduce thickness of leathers so as to admit gage between collar and frame. I never tinker with our machine. Have always been very careful in this direction. Keep it clean. Clutch-leathers and pulley are as clean as possible to make them with flannel cloth and gasoline; clean shaft and put on new vaseline frequently. Can it be that the speed of our machine would cause the trouble? That is, the rebounding or backing of cams? Speed is about seventy-six revolutions. Run by motor attached when machine was shipped from factory." *Answer.*— Your machine should not run faster than sixty-eight revolutions per minute. Possibly when it is reduced to that speed you will have less trouble. Tighten, if found loose, the camshaft bearing screws. If the loose pulley on driving-shaft lacks lubrication it will act as you describe.

Clutch Adjustments.

P. A. G., a Kansas machinist, is in trouble with his Linotype and writes: "I am having a little trouble on my linotype machine. It is the cams and clutch that bother. When machine comes around to normal the entire cams and clutch continue to shake backward and forward, as though they were trying to continue to revolve. Now, the inside face of the clutch-pulley is absolutely free from any dirt. Could it be possible that the spring in shaft is too tight? Any information leading to the remedy of my trouble would be greatly appreciated." *Answer.*— Your difficulty may arise from a misadjustment of the clutch, or else the shoes on the clutch are gummy, or, possibly, built too high or are too thick. However, the fact that the cams move a trifle when the machine stops, does no great harm, even though it is not a normal action. The spring, if not stretched too much, is not too strong. Suggest the following remedy: Clean the pulley and shoes with gasoline, and keep them clean and free from oil, soap, ink, rosin or any similar substance. The pulley should be oiled at least once a week. The clutch adjustment may be tested as follows: Shut off the power, draw out the starting-lever, back machine a trifle. At this position the forked lever should have a play of about one thirty-second of an inch from the collar. The collar should be just fifteen thirty-seconds of an inch from shaft-bearing. The adjustment by the nuts on the rod can be altered to give the foregoing if you have the old-style stop and safety pawls.

Pot Adjustments.

An Oklahoma operator writes as follows: "I will have to have some advice on this metal-pot. It is continually back-squirting behind the mold. I have tried the test of putting Prussian blue on the back of the mold and taking an impression on to the pot mouthpiece, but it does not seem to lock up and ink is transferred only in spots. I have screwed the pot legs up to bring it closer until there is not room enough on the pot-leg screw to get the nut back on. The machine is only a year in use and it does not seem possible that the mouthpiece of pot could be warped. They tell me that they have always been bothered with back-squirts ever since they have had the machine." *Answer.*— To determine the cause you must see if the bottom of the slug shows jets and vents, and that no metal accumulates on the mold or on the mouthpiece. Cast a few slugs, then open vise and clean off the mouthpiece. Repeat the operation again, but cast more slugs the next time. If you find that metal has gathered on the mouthpiece, you possibly need more heat. If not, then test with blue ink as follows: Clean mold free from metal, using a sharp piece of brass rule. Ink the mold from end to end lightly. Clean the mouthpiece and allow the cams to revolve several times. Pull forward the disk and examine the mouthpiece. It may show in spots. Of this we are doubtful, unless the ink has been put on unevenly, or the mold carries metal. However, the test will show the state of lock-up. If the ink does show in spots, as you say, then the file must be used to make the lock-up even. If one end shows weak and the other strong, then the pot leg must be moved. To do this requires care and another test after each move. Do not forget that if you are to move one side back, the front screw on that side must be turned out first, the back screw in next. When the lock-up

is correct, have the screws tight and the nuts set. You should give the question of heat a trying-out before changing the pot adjustments. Also see that the pot-lever spring gives a tight lock-up.

Linotype Ad. Contest.

The Mergenthaler Linotype Company expresses itself as being well satisfied with the result of its $1,500 contest for the best-set full-page department-store advertisement. The judges — Messrs. H. A. Kellogg, labor commissioner of the publishers' association; F. E. Colson, of *Newspaperdom;* John Clyde Oswald, *American Printer* — met on December 16 and the prize-winners will be named in the January issue of the *Linotype Bulletin,* which will be mailed about the twelfth of this month.

The judges found entries to the number of 174 awaiting them; of these, ninety-seven were from sixty-nine offices using from one to five Linotypes; thirty-five from twenty-two offices with an equipment of from six to eleven, and forty-two from twenty-six offices having twelve or more Linotypes in use. In addition to the $1,500 in cash the office winning the first prize in each group will be presented with a duplex equipment, consisting of a magazine, a font of matrices, a pair of liners and an ejector-blade; five honorable mentions in each group will be also awarded. To each office winning honorable mention will be sent a handsomely engraved certificate attesting that fact.

Recent Patents on Composing Machinery.

Paper-perforating Keyboard.— H. Drewell, Charlottenburg, Germany, assignor to S. M. M. B. H., Berlin, Germany. Filed December 9, 1908. Issued September 20, 1910. No. 970,694.

Magazine Entrance.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed March 22, 1910. Issued November 15, 1910. No. 975,433.

Vise-automatic Stop.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed April 25, 1910. Issued November 15, 1910. No. 975,434.

Monoline Matrix-delivery Mechanism.— W. E. Bertram, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed August 6, 1909. Issued November 15, 1910. No. 975,503.

Die-embossing Machine.— C. Owens, Chattanooga, Tenn., assignor to Montague Mailing Machinery Company, New York. Filed January 16, 1909. Issued November 29, 1910. No. 976,905.

Type-bar-making Machine.— F. H. Richards, Hartford, Conn., assignor to American Typographic Corporation, of Arizona. Filed March 11, 1903. Issued November 29, 1910. No. 976,920.

Spaceband Buffer.— G. E. Wallin, Kansas City, Mo., assignor to Inland Manufacturing Company, Kansas City, Mo. Filed January 3, 1910. Issued November 29, 1910. No. 976,957.

Water-cooled Mold Disk.— H. Degener, Berlin, Germany. Filed April 19, 1909. Issued November 29, 1910. No. 977,280.

Font-selecting Mechanism for Monolines.— W. E. Bertram, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed July 6, 1909. Issued December 6, 1910. No. 978,108.

HE DID THE RIGHT THING.

"I hope it will be a long time before I have such another test applied to my honesty," a downtown merchant remarked as he returned from waiting on a customer.

"What was the trouble?" asked his partner.

"Those near-wool suits. An old fellow came in just now and asked me the price of one.

"'Seven dollars,' I told him.

"'Speak louder!' he said, holding his hand behind his ear. So I yelled '$7!'

"'Eleven dollars! Too much! I'll give you $9!' he replied."

His partner looked at the speaker in alarm.

"You, er, of course, you did the right thing?"

"I guess you can depend on me to do the right thing," was the haughty retort. Then he paused. "You'd better get some dollar bills when you go to the bank," he remarked. "I just gave an old fellow our last one for change!" — *Harper's Monthly.*

LANGUAGE OF CHICAGO "GRADUATE."

I must say a word in defense of my native city, Pittsburg, in regard to "Returned Traveler's" comment on the curious words used by the natives there. I am very well aware that we say "nebby" for "inquisitive," "poke" for "bag," "gums" for "rubbers" and quite a few other words not like those used by the natives of Chicago. But I am positive that if "Returned Traveler" had asked a native of Pittsburg if he knew where to find a certain well-known store on the Allegheny shore he would never have got this answer: "Ya, dat store is over on de nort side." And in all his travels he would never hear any one use "dis" for "this," "dem" for "them" and "dey" for "they." All these words I have heard daily since my coming to Chicago — and by graduates at that. "Returned Traveler" should remember that people who live in glass houses should never throw stones.— *Native of Pittsburg, in Chicago News.*



A PRINTER'S HOME.

Residence of W. E. Orr, journeyman job-printer, Kansas City, Kansas.

TYPOGRAPHICAL ERRORS.

Speaking of typographical errors in newspapers, James R. Tanner, of New York, a former printer and newspaper man, who was seen at the Arlington, said: "Two articles had been prepared for a New York daily, one containing a sermon preached by an eminent divine, and the other about the freaks of a mad dog. Unfortunately, the foreman, when 'making up' the forms, 'mixed' them, producing an article which ran something like this: "'The Rev. James Thompson, rector St. Andrew's Church, preached to a large concourse of people on Sunday last. This was his last sermon. In a few weeks he will bid farewell to his congregation, as his physicians advise him to cross the Atlantic. He exhorted his brethren and sisters, and after offering a devout prayer took a whim to cut up some frantic freaks. He ran up Timothy street to Johnson, and down Benefit street to College. At this stage of the proceedings a couple of boys seized him, tied a tin kettle to his tail, and he again started. A great crowd collected, and for a time there was a grand scene of noise, running and confusion. After some trouble he was shot by a policeman.'" —*Washington (D. C.) Herald.*

OBITUARY

William Henry Wagner.

At Freeport, Illinois, on Sunday, November 27, William Henry Wagner, senior member of the firm of W. H. Wagner & Sons, printers, and publishers of the *Deutscher Anzeiger*.

Mr. Wagner resided in Freeport from boyhood. Out of a struggle with small opportunities he came into a field of



W. H. WAGNER.

broad and active influence and usefulness. He was born at Gersbach, Amt Schopfheim, in the grand dukedom of Baden, Germany. His father, Wilhelm Wagner, was educated at the University of Heidelberg and became a minister of the gospel, serving in Baden from 1836 until 1849, when he was obliged to leave the country on account of the stand he had taken in opposition to the oppressive government measures that brought on the revolution of 1848. In 1851 he arrived in America, where he was joined the following year by his family.

William Henry Wagner, who was the second oldest son, received his education in the village schools of Brombach and Neckarzimmern, Baden, until 1851, when he joined his father in America, continuing his education in the public schools of Freeport for eight months. It was then found necessary for him to seek employment, his father being unable to care for the large family, consisting of the wife and seven children. He had lost everything in the German revolution. The lad was employed for a time in a harness shop, and then secured a clerkship in a cigar store, where he remained until October, 1853, when his father founded the German paper *Deutscher Anzeiger*, and young Wagner joined him in that work. After about four or five years young Wagner took entire charge of the mechanical part of the printing-office, although less than eighteen years of age at that time. He remained in the office, mastering every department of the business, and in October, 1863, was admitted to a partnership, after which the paper was conducted under the firm style of William Wagner & Son until the father's death, which occurred in November, 1877. A few years later Mr. Wagner took charge of the entire business and some three years thereafter admitted three of his sons to partnership under the firm name of W. H. Wagner & Sons. Through the columns of his paper he exerted a wide influence for the benefit of Freeport and the county at large. This journal has ever been an advocate of reform, improvement and advancement.

John Armstrong.

Among the foundation-builders of unionism in the printing trades was John Armstrong, who died at Toronto, Ontario, on November 22. Deceased was born in Ireland sixty-five years ago, migrating to Canada with his parents when five years of age. His father dying soon thereafter, young Armstrong commenced the battle of life by winning bread for his mother and two sisters. In time he became a journeyman printer and joined the typographical union of that day. His first effort at public speaking was on the question whether the Canadian union should coalesce with American typos. Having taken a course at a military school and donning the red coat at the time of the Fenian troubles, it goes without saying Armstrong was intensely loyal to British institutions. He, however, in his initial union speech



JOHN ARMSTRONG.

pledged himself to internationalism in labor affairs, and all his life he was the personification of that idea in Canada.

In 1872 he was a member of the Strike Committee that arose out of the successful nine-hour agitation in Toronto. He and other members of the committee were arrested under an effete statute, but within a few days Parliament adopted a measure exempting trade unions from the operation of the law. After that affair Mr. Armstrong held every office in the gift of the union. He was elected dele-

gate to International Typographical Union conventions in 1876, 1877, 1878, 1879 and 1902. At the 1877 session, which was held in Louisville, he was chosen to fill the office of corresponding secretary and the following year at Detroit he became president of the International Typographical Union.

In 1888 Mr. Armstrong was appointed a member of the royal commission to inquire into industrial conditions in Canada. In its deliberations he took a prominent part, and was said to be largely responsible for the fact that, although it had roving orders and was not limited as to time, the commission returned one-eighth of its appropriation to the government treasury. Mr. Armstrong presented a minority report that chilled some of the statesmen of twenty years ago. Among his recommendations was one calling for the establishment of a government department, headed by a cabinet minister, devoted to the interests of labor. This, with other of his then radical recommendations, has been adopted by the Canadian people. Mr. Armstrong at one time aspired to a seat in the Ontario legislature, but was defeated in his attempt to represent a portion of Toronto. Several years ago he was appointed secretary of the labor department of Ontario, which position he held at the time of his death.

An engaging personality, and prodigal in gifts of time, money and influence to the causes he loved and the men he knew, Mr. Armstrong was singularly happy in that he had few personal enemies, notwithstanding that when he fought he struck hard. He never married, and is survived by two sisters.

George Bissell Arnold.

George Bissell Arnold, second vice-president of Bradner Smith & Co., paper manufacturers at 184 Monroe street, Chicago, was crushed fatally beneath the wheels of a street car at Fourteenth and State streets on the afternoon of Saturday, November 26. Mr. Arnold was rushed to St. Luke's hospital in a police ambulance. He died before the hospital was reached without regaining consciousness.

According to witnesses, Mr. Arnold alighted from a south-bound State street car at Fourteenth street and walked around it directly in front of a north-bound Center avenue car.

William Richardson, 3119 Calumet avenue, a friend of Mr. Arnold, apparently was the last acquaintance to whom he talked.

"I left him shortly before 5 o'clock at State and Monroe streets," he said. "He told me he was going straight to his residence at 3230 South Park avenue. I do not know why he left the car at Fourteenth street, unless he dropped off to go to the Land Show in the Coliseum."

Mr. Arnold was a bachelor, fifty-five years old. He was born in Geneseo, New York, February 14, 1855, and was educated in the public schools in that State. Upon leaving school in 1872 he came to Chicago and entered the employ of Bradner Smith & Co. as a collector. After holding numerous positions with the firm, he was advanced to second vice-president in 1905.

Modest, self-contained, meditative and quietly resourceful, Mr. Arnold made his success by sheer ability. Fair-minded and considerate of others, men who worked for him gave him their best service, and his tragic death came to them as the death of a personal friend. Funeral services were held on Monday, November 28, at 3 o'clock. Interment was arranged for in the family lot at Geneseo, New York. Mr. Arnold's relatives are a brother, Harry L. Arnold, employed with Bradner Smith & Co., a mother and sister living in Geneseo, New York, and a sister in Washington, D. C. Albert A. Sprague, president of Sprague, Warner & Co., Chicago, is a cousin of Mr. Arnold's.

Henry Lindenmeyr.

Henry Lindenmeyr, of the firm of Henry Lindenmeyr & Sons, one of the largest and best known paper-jobbing houses in New York, died at his home, 143 West Seventy-seventh street, in that city, on November 30, after a short illness.

Mr. Lindenmeyr was born at Bloomfield, New Jersey, in 1863. He was the son of the senior founder of the business,



HENRY LINDENMEYR.

who died in 1895. Henry Lindenmeyr, Jr., was admitted into the firm in 1892, at the same time as his elder brother, Gustave, who survives him.

Notwithstanding the prominence of the firm in the paper trade, Henry Lindenmeyr was comparatively little known. He was a modest, hard-working business man, who avoided publicity and preferred a quiet and unostentatious home life. Although of a retiring disposition, he was always accessible and of a warm and sympathetic nature, which manifested itself in many ways toward those who understood and knew him best.

The simple and sterling principles inculcated by the father have always guided the sons in the business, which will continue to bear the honored name of Lindenmeyr.

Henry Lindenmeyr was married in 1904 to Miss Martha Grass. Besides his widow he is survived by a son, Henry, Jr., and a daughter, Elsa M.

The funeral services, which were held at 8 P.M. on Monday, December 2, at his late residence, were largely attended by officials of the paper and allied industries. The interment was in Kensico cemetery on Saturday, December 3.

CO-OPERATIVE FIRE INSURANCE.

BY ALFRED J. FERRIS,

Secretary and Treasurer of The Graphic Arts Mutual Fire Insurance Company of Philadelphia.

ALL fire insurance, under whatever form conducted, is in its nature coöperative. Its function is to spread lightly over many participants, a loss which would fall with crushing weight on any one sufferer. In the beginning, fire insurance was mainly conducted on the coöperative plan. Organizations of persons who had risks subject to fire, joined in some more or less closely organized body to divide a loss when it occurred, and, therefore, bear it easily. This division usually took the form of an assessment made on the membership each time a fire loss occurred, by which means a small contribution from each member sufficed to cover the loss suffered by one of the band.

This method of insurance has continued up to the present date, and some of the organizations which started out by this method over a century and a half ago are still operating successfully and honorably, having furnished their members with the cheapest possible insurance during that time, because limited practically to the cost of making good the fire damage, together with a slight margin for clerical labor.

Nevertheless, coming up to the middle of the nineteenth century, we find that the main part of the insurance of the community had drifted into the hands of stock companies, and the question arises, Why was this so?

One of the reasons evidently was, that the distinctive note of the nineteenth century was competition, and coöperation was almost crowded into the background. Members of the community began to fear each other more than they trusted each other, and the coöperative feeling, which made such undertakings as mutual insurance possible, began to disappear.

Also, the methods of the mutual companies proved to be, in practice, weak in some important particulars. All went well while the fire loss was light, but when it was heavy and the assessments were large there was a tendency noticeable for the members to get out, withdrawing their support at the moment when it was most needed. At such times the stock companies, with their capital of cash securities ready to step into the gap and stand the loss, appeared as a tower of strength to insurers, and many of them drifted off to this method without carefully counting the cost.

It was past the middle of the nineteenth century when a new factor appeared upon the scene, and one which has grown and waxed stronger from that day to this; namely, the factor of trade coöperation. Since about that time men of the same trade have begun to attempt and to operate organizations for mutual benefit. The old neighborhood basis of mutual knowledge — the feeling that every man knew his neighbor and could trust him — has largely disappeared in the last half century. The new feeling of coöperation — that every man in one trade knew, or could know, something about his brother craftsman in the same trade, and could trust him, or knew if he could trust him — has made great strides since that time; and it is on that feeling that some of the most healthful experiments in coöperation to-day are proceeding. It is this feeling that has made possible the large development of coöperative insurance along trade lines, which has already achieved such notable results, and is sure to develop still more largely in the near future.

This form of coöperative insurance began mainly among cotton and woolen mill owners of the New England States, who, feeling that they were charged unduly high rates for their insurance, and without discrimination between the bad and the better risks, and also largely because they were unable to get sufficient insurance upon their plants on any terms, determined to carry their insurance coöperatively, and work toward bettering its conditions. As the organization grew and developed, they adopted many features and methods which made them very different from the mutual insurance companies of the century before. They paid great attention to the matter of preventing fires, encouraging each individual insurer to give his best attention to the end that fires should simply not occur, realizing that this meant a diminished expense for all. They adopted, in place of the policy of assessing for each individual loss, a plan of paying into the company's treasury enough money to make it amply strong for an emergency, and returning the surplus at periodical distributions. They made each member deal direct with the main office of the company, finding that the bond of coöperation was felt much more closely in this way than when the activity of the company and its dealings with its members were conducted through numerous intermediaries, as in the case of the stock companies.

One important fact which became noticeable when once this system was thoroughly developed, but which seems before that time to have received scant attention, at least from the general public, is this: the mutual company is organized to *abolish* the fire loss; the stock company is organized to *make a profit out of the fire loss.* In practice this has developed into a most momentous difference. The early experiment of the Mill Mutuals with the fire-preventing devices, for many years not reaching any great effectiveness, finally developed the automatic-sprinkler system and its adjuncts, and these became so highly efficient that the Mill Mutuals really almost abolished the fire loss among their own properties. Fires of any size simply became the rarest kind of occurrences, and the trifling fire loss which did occur was so small that the net cost of carrying it for the year was often under one-tenth of one per cent.

Why, let us ask at this point, was it reserved for this little organization of mill-owners to perform this wonderful service to humanity? The stock companies had always professed to be zealous to cut down the fire loss, claiming that it was easier to make money if the fire loss was low. This claim seems reasonable at first sight, but it is only true if they were allowed to charge the same price for insurance after the fire loss had been diminished as they were before. But they were not, and no normal business would be. If the fire loss is cut down ninety per cent, or to ten per cent of its previous amount (and the Mill Mutuals have done far more even than this), the normal expectation would be that the premiums would be cut down ninety per cent. If the premiums were cut down ninety per cent, the insurance men of the country would be doing only one-tenth of the business that they previously did, and supposing the same margin of profit, would have only one-tenth of the money to live upon that they previously had. Any business man will see at once that this would be impossible; that, human nature being what it is, the insurance interests would never, if they could possibly avoid it, have the fire loss, and, consequently, the premium income, cut down to such an enormous extent; and as the only way they could be cut

down was by zealous effort from somebody to introduce fire-preventing devices and methods, it was only natural that such zealous effort was not forthcoming from the stock companies, and the old-line insurance interests generally; and that the only lines in which any such progress was made were the lines in which the mutual companies work.

These facts have been somewhat befogged in the popular mind by the fact that the old-line insurance interests have been forced by circumstances to follow the lead of the mutuals. The mutual companies developed and adopted the fire-preventing appliances, and brought their fire loss, and, consequently, their rates, down. The old-line companies were simply forced to take these properties at the same rates that they could get in their own mutual companies or lose the business, and they have, therefore, had to decide to take them at the said rates. It was Hobson's choice. The fact that it was in no sense the free act of the old-line companies to do this is proved by the fact that when these companies finally decided to meet the rates of the mutuals on high-class sprinkled risks, it was necessary to simply throw away their systematic schedules for rating, which they had developed for the whole country, and appoint a committee to separately rate these preferred risks. The rates made in these schedules were merely the rates which were found necessary to get the business, as is usual in such cases.

There has been some tendency among insurers to forget the service that the mutual companies have done them, and, after rates have been made by the old-line companies that were as good as those that the mutual companies had been able to achieve for their membership, to go over to the old-line system. Fortunately, this has never been developed to any alarming extent, and the mutual companies are holding and increasing their membership very well even in those lines where the stock companies have met their rate. But to clearly understand the situation every insurer should keep his mind on these cardinal facts:

(1) The old-line companies simply *can not* work zealously for lower fire losses and lower rates; for this would be working to put themselves out of business.

(2) The only way this end can be attained is by continuous and intelligent pressure from the men who ultimately pay the fire loss, and who would entirely abolish it if they could.

(3) Such pressure and activity to reduce the fire loss will be much more effective if applied through zealous assistants, whose advancement depends on their success in saving money for their employers, than it will be if applied through reluctant agents, whose success in reducing rates would involve them in financial loss.

These facts clearly indicate that mutual companies are necessary to serve insurers properly, and to guard zealously their interests. This being true, it is plainly within the powers of competent business men to shape the details of their organization so as to avoid the weaknesses and to include the merits revealed in actual practice in over a century of work.

The modern mutual insurance company, then, is one which has frankly accepted the lessons of experience from both mutual and old-line organizations. It is organized to serve a certain line of business, or related group of businesses, because, under our modern conditions, this is the most practicable way of obtaining a membership and management with mutual knowledge of and confidence in each other; and also because such limitation of field tends to specialization, with gain in efficiency. It is organized to have as its permanent funds cash resources at least as great as those deemed necessary for old-line companies and for its current payments, to take from its members in the beginning an amount practically certain to cover the fire loss, and measuring its progress by the dividends which it returns to its membership. It is organized not only to carry the present fire loss as economically as possible, but to work in every practicable way for its reduction and ultimately its substantial abolition.

The Graphic Arts Mutual Fire Insurance Company, which I represent, has been organized to pioneer a movement of this sort among the printing and allied trades. Considering the magnitude of its field, the only wonder is that the movement was not worked out to fruition many years ago, since so many other lines of business much less important have made notable successes with coöperative insurance. The explanation, of course, is that the Graphic Arts were among the latest of all lines of business to awaken to the necessity and benefit of coöperative activities in furtherance of their business interests. But no one can doubt that the awakening has come, and all lines of such work among us are now seething with activity. This company claims and is getting its due share of attention as representing a line of such coöperative work. It has also carried the movement to a point where similar companies will soon be organized in other localities, the one now forming in Chicago on the lines of the graphic arts being almost ready to write business. This will double the amount of insurance which can be coöperatively carried, and will interest firms to whom the movement in its beginning seemed insignificant.

The management of this company includes names familiar to all the printers of the country, and to most of the allied trades. E. Lawrence Fell, of Philadelphia, its president, has served three terms as president of the United Typothetæ of America, retiring last May. His successor in this latter office, Wilson H. Lee, of New Haven, is a director of this company, and other names in its directorate will be recognized as the leaders of the trade in their several localities. Its membership list already includes certainly a majority of the leading printers of the country, with a liberal sprinkling of the leading men in the allied lines of business.

Its three years of history have not been exciting, but they have marked steady progress, and regular profit to its members. A profit of slightly over twenty-five per cent has been earned each year, and twenty-five per cent dividends have been paid up to the end of 1909. It has not simply luckily avoided fires, as some have assumed; it has had a sprinkling of these each year, amounting to thirteen in all; but it has always had the money ready to pay losses without touching its invested funds, and has each year increased its stock of these latter.

Its experience has certainly shown that printers and their coworkers can save money now by carrying their insurance coöperatively, can pretty certainly save more in the near future, and can at the same time build up an organization which will work wholly in their interest, and will be able some time to make fires a rarity in this field of work.

A line to the secretary at the company's office, 29 South Seventh street, Philadelphia, will bring blanks and literature which will answer all questions as to details.

MISS VERA SILENT, of Indiana, and Naval Officer Hush are to be married.— Social item. Oh shut up! — *Memphis Commercial-Appeal.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

THE Regensteiner Colortype Company, of Chicago, is adding sixteen Miehle presses to its present equipment in order to handle the three-color process inserts for Sears, Roebuck & Co., for which it has been awarded a contract extending over several years.

Hartel Color Plate Engraving Company.

Mr. F. E. Moritz, for many years associated with the McConnell Printing Company, of New York, in the photo-engraving department, is now president of the Hartel Color Plate Engraving Company, 129-132 White street, New York. A handsome catalogue containing examples of the commercial and pictorial colorwork of the Hartel Company has been issued. The color plates are mounted on toned stock, the whole forming a fine exemplification of the convincing power of colorwork in business literature.

Getting Together in Scotland.

American employing printers, it appears, are not alone in feeling the necessity for consolidation of forces in organization work. In a circular recently issued by the Edinburgh (Scotland) Master Printers' Federation Association the following paragraphs appeared:

"A strong feeling exists in this and other towns that no time should be lost in amalgamating and strengthening all the forces at the disposal of the masters in the above [allied printing] trades.

"If your association is in sympathy with this movement, we invite you to send two delegates to a conference to be held in Edinburgh at a date which will be intimated later."

Another Graphic Arts Club.

There was organized at Aurora, Ill., in the latter part of November, the Northern Illinois Graphic Arts Club, composed of employing printers of Elgin, Aurora, Joliet and DeKalb. The purpose of the organization is to encourage artistic printing. The following officers were elected: President, Eugene Smith, Aurora; vice-president, Mr. Cheadle, Joliet; secretary, Edward Raymond, DeKalb; treasurer, Abram H. Rittenhouse, Elgin. Messrs. Bush, of Joliet; Finch, of Aurora; Wilson, of Elgin, and Sherman, of DeKalb, were elected as an Advisory Committee.

"Recollecting" the Good Old Days.

The second annual banquet of the old specification division of the Government Printing Office was held on November 26, at the Hotel Fritz Reuter, Washington, D. C. William N. Brockwell presided. About one hundred printers participated, and reminiscences and stories of the days when the word "take" held greater interest for the compositor than it does now were the feature of the evening. A specification "pome" was read by J. M. Montgomery, and H. B. Bisbee treated the banqueters to a few original verses on the "Missouri River Pirates." Addresses were made by Chairman Brockwell, W. V. Maloney, I. S. Bell, Fred L. Davis and August Donath. A banjo duet, solos and character impersonations were contributed by a number of the "boys," and altogether the entertainment was one to be remembered by those who had the good fortune to be present. A handsome specimen of the printing art, in the form of a patent specification, contributed by Lewis M. Thayer, was presented as the souvenir of the evening.

Fined for Altering Artists' Drawings.

At Edinburgh, Scotland, a recent judgment was delivered, according to the *Scottish Typographical Journal*, in favor of a firm of illustrators which had brought suit against Coleman & Co., Limited, proprietors of "Wincarnis," alleging violation of the Artists' Copyright Act of 1862. The defendants had reproduced in color in altered form, as a poster, a drawing supplied by Alfred Garth Jones, a member of the plaintiff firm. It was alleged that the alteration brought discredit upon the artist, and the court agreed to this contention by inflicting a penalty of $50 and costs and granting an injunction.

Interesting Copy.

The report now being printed at the Government Printing Bureau at Ottawa, Canada, setting forth in detail the evidence taken at the recent investigation of the conditions which brought about the graft scandal, will not be relished by a number of the employees. According to the Montreal *Gazette*, one of the printers engaged in printing the report states that it makes very interesting "copy," as several clerks and permanent employees are put in the list of drunkards, while others are blamed for conducting a usury business, working on private affairs when they should have been working for the Government, and other offenses which are not calculated to enhance the good reputation of those affected.

State Forced to Make Better Offer.

About three months ago the State of Pennsylvania was in the market for bids for printing the *Legislative Journal*, but the maximum rates made by law were anything but enticing, and when bids were asked for not a solitary printer made a move. The superintendent of state printing was in a quandary. He carried his troubles to higher officials, and, after conferences, it was decided that new figures must be made and the contract put up to the legislature for approval. This was the only course to be pursued if the *Legislative Journal* was to be printed at all. Accordingly, the maximum rates have been raised from 20 to 60 cents per thousand ems on composition and from 50 cents to $1 on presswork tokens of sixteen pages and 250 impressions. Advertisement for bids on this basis was published early in the month.

A Plea for Pressmen's Home.

A highly interesting booklet was recently issued by the trustees of the Printing Pressmen and Assistants' Union Home at Hale Springs, Tennessee. It is entitled an "Illustrated Story of a Remarkable Humanitarian and Educational Institution of Nation-wide Importance," and in word and picture gives a splendid description not only of the physical beauty of the home but of the commendable spirit which made it possible. The Trade School for Pressmen, which is located on the home property and is a part of that institution, is shown and its many benefits analyzed. The booklet is being sent to all members of the organization, and is accompanied by a letter from Charles B. Crowley, secretary-treasurer of the trustees, in which a plea is made for assistance in the form of a Christmas present to be used in furtherance of this most worthy work.

Five-year Contract in Chicago.

The Employing Printers' Association of Chicago late in November reached an agreement with representatives of Typographical Union No. 16 which insures peace in the job-composing rooms of the city for five years. According to the terms of the contract signed by the authorized representatives of each organization, wages are to be increased $1.50 a week beginning with January 1, 1911, and extending over the first half of the five-year term, when another increase of $1.50 will be paid during the second half. This will make the scale for job compositors $22.50 a week from January 1, 1911, to July 1, 1913, and $24 from the latter date to January 1, 1916. What is considered as one of the most important achievements of the settlement is the mutual agreement between the two bodies to coöperate in every way possible to bring about better conditions in the trade. Contracts were also made with the pressmen, feeders and bookbinders covering long periods.

Printer Minstrelsy.

The names of those who have passed from printing-office to the stage are legion, and the transition period is evidently not yet ended. According to the Indianapolis daily-press report of performances of the Printers' Minstrels, printerdom of the Hoosier capital is not wanting in



W. J. SPIRES.

good amateur ability of the minstrel variety, as the organization is now the premier of its class.

This troupe numbers fifty and has given four performances, the quality of which may be judged by the fact that the fourth show was given to the largest audience that ever assembled in one of Indianapolis' most popular auditoriums. This was probably due to the fact that the daily papers "played up" the skits and jokes which dealt with local subjects. Among the performers were W. J. Spires, Edward J. Hecker, J. E. Pigman, Peter Ankenbrock, John Merle, James Twyman, W. E. Lincoln, W. E. Darnaby, Roy L. Burtch, Earl McKee and George Schmitt.

There is some interest in the manner in which the Indianapolis Printers' Minstrels started on their brilliant career. About two years ago Typographical Union No. 1 appointed an Entertainment Committee under the chairmanship of W. J. Spires. That gentleman had then acquired some local fame on account of his connection with performances given by the Elks. Naturally, the committee decided on having a minstrel entertainment for the benefit of the relief fund, which netted $425, and the daily press says this year's receipts will exceed $500.

The relief fund is for the purpose of aiding deserving members who may become financially embarrassed from causes not contemplated by the regular relief schemes of the organization. Though at the inception of the Entertainment Committee's work it was especially designed for advertising purposes — to keep the union's name before the public in a pleasant way — it has proved to be a useful adjunct of the organization's eleemosynary work.

United Typothetae's Benefit Scheme.

Another feature has been announced by the United Typothetæ. It is a sick, accident and death-benefit scheme, and is designed to appeal to employees. The sick and accident policies are purchased from an insurance company, while the Typothetæ itself donates $100 in case one of the insured dies from disease.

Details of the plan are set forth in the following letter from Secretary Heath addressed to members of the Typothetæ:

"After careful investigation of the several plans offered, the Executive Committee has arranged with the Phœnix Preferred Accident Insurance Company of Detroit to insure against sickness and accident the employees of members of the United Typothetæ of America (men and women) under the following terms:

"Those of your employees who care to avail themselves of this opportunity will authorize you to deduct from their pay one dollar ($1) a month for those fifty-five years of age and under, one dollar and fifty cents ($1.50) a month for those over fifty-five. In return for which, without a doctor's examination, they will receive free medical attention in case of illness or accident, and in case of accident, an indemnity of forty dollars ($40) a month for a period of two years; in case of illness, forty dollars ($40) a month for a period of one year, with partial indemnity for the second year. In case of death by accident, four hundred dollars ($400) will be paid the beneficiary named in the deceased's policy.

"Apprentices, bindery girls, etc., may receive half these benefits at fifty cents (50 cents) a month; that is, twenty dollars ($20) a month for accidents and illness, and two hundred dollars ($200) paid for accidental deaths. Employers and office help will receive for one dollar ($1) a month, sixty dollars ($60) accident and sick benefits and six hundred ($600) paid to beneficiary for deaths by accident.

"In addition to the foregoing, and without extra charge to the policyholders, the United Typothetæ of America will voluntarily give to the family or other beneficiary the sum of one hundred dollars ($100) as a burial benefit in case of death by disease. This does not come from the insurance company, and is not provided for in the policy. The burial benefit is purely a voluntary contribution on the part of the United Typothetæ of America.

"The advantage of this plan of insurance to your employees is this: While it is possible to take sick and accident insurance from numerous companies, no such liberal terms could be secured by an individual under any circumstances; it is possible only in this instance because of our widespread and large membership employing thousands of men and women. No other plan of industrial insurance of which we have any knowledge waives entrance fees and gives medical services free; and when coupled with the voluntary benevolent fund of one hundred dollars ($100) paid by the United Typothetæ of America upon deaths by

disease, the plan is the most attractive of any form of insurance of which we know.

"The one dollar ($1) a month collected from those of your employees who take policies is to be sent to this office, the checks made payable to the treasurer, A. M. Glossbrenner, who will pay the premiums in bulk each month to the insurance company.

"A local physician will be appointed in your city as soon as the insurance is taken, and policyholders will be notified of his name and address.

"Kindly lay this matter before your employees and notify me as early as convenient if they desire to take policies, and if so, how many, so that the proper forms may be sent them. In many cases a representative of the company will go at once to see them.

"It is needless perhaps to say that the responsibility of the Phœnix Preferred Accident Insurance Company of Detroit has been fully investigated, and we can promise that it will carry out its contracts with our members' employees to the letter."

If the suggestion of the Typothetæ officials is followed, firms will present the proposition to their employees in about this way:

"*To Our Employees:*

"The United Typothetæ of America has arranged with the Phœnix Preferred Accident Insurance Company, of Detroit, Michigan, to insure the employees of its members against injury, sickness and death, at greatly reduced rates.

"The insured actually pays less for the insurance and receives a larger amount in case of sickness and accident, and his beneficiaries are paid more in case of his death, than is paid by any company of which we have knowledge.

"There is no policy nor membership fee to pay. Under other plans the insured must pay from $2 to $5 in addition to his monthly premiums.

"All medical or surgical treatment is given free of cost.

"Full benefits for accident disabilities begin at once, and will be paid for two years.

"For sickness the policy becomes effective in thirty days; the policies of most companies do not go into effect in case of illness for sixty days. For disability from sickness lasting thirty days or longer, benefits including the first week will be paid for a term of two years.

"In addition to the above the United Typothetæ of America, in case of death from disease of any of its members' employees insured in the Phœnix, will, until further notice and without extra cost to the policyholder, voluntarily give to the family or other beneficiary, the sum of one hundred dollars as a burial benefit. This does not come from the insurance company and is not provided for in the policy. The burial benefit is a purely voluntary contribution on the part of the United Typothetæ of America, and is made in a coöperative spirit from a voluntary relief fund. You will at all times be accorded fair and honorable treatment, and it is hoped that you will give it favorable consideration. Our only interest is to help you to get the best insurance possible at the lowest price, which we are able to do owing to the large and widespread membership of the United Typothetæ of America and the saving to the insurance company of a large part of agency expenses.

"Full particulars regarding the amount of the benefits, cost per month, etc., may be obtained at the office."



A PRINTER'S HOME.

Residence of J. W. Cline, journeyman printer, Mount Washington, Kansas City, Missouri.

The "Big Six" Ball.

Some idea of the immensity of the annual social functions of Typographical Union No. 6, of New York city, may be had by a glance at a few features of the ball given a few weeks ago. To begin with, Madison Square Garden was secured at a rental of $1,800. Tickets were sold at $1 each, and ten thousand persons were in attendance. Fifty-eight hundred dance orders were given out, and 1,100 couples participated in the grand march. Hundreds were present from other cities, and almost a dozen New York city officials and many other prominent men were among the dancers.

This annual entertainment given by New York typos is known as its Charity Ball, and the one held on Monday, November 28, was the sixty-first. It did not bring in as many dollars as the charity balls of high society, but in proportion to the amount of money represented by those

behind it, the sum realized was vastly greater, which is assuredly gratifying to the friends of the organization.

In explanation of the reason why entertainments of the Gotham printers have become so popular, the *Ball Bulletin*, issued by the committee, says: "The printers of New York during the entire period of their existence have cultivated the refinements of social life side by side with the more serious task of making endurable the conditions under which they work. . . . It is because of the ease and grace with which printers lay aside a begrimed apron and step into a full-dress suit that the annual ball of 'Big Six' has always been so popular. There are many who picture a labor-union ball or entertainment as a crude affair, where the men are awkward and clumsy, the women lacking in grace, and dressed in bad taste, where the barroom is the most attractive spot, the waiters the busiest men in the hall, and ragtime the favorite dance measure. How completely such a conception would have been shattered by a visit to the annual ball of previous years! These affairs have been assemblies of well-dressed, well-behaved men and women — a splendid demonstration of the progress of the workers."

Madison Square Garden presented a superb appearance on this occasion, and the music furnished was in keeping with the high standard set by "Big Six" in all of its social functions. President Tole acted as master of ceremonies. Among the notable trades-unionists present were James M. Lynch, president of the International Typographical Union; John Mitchell, ex-president of the Mine Workers' Union, and Samuel B. Donnelly, public printer at Washington, who formerly was president of the International Typographical Union.

Ernest S. Smith is given great credit for the splendid success achieved. He is chairman of the Ball Committee, and was ably assisted by the other members of that body.

The proceeds will be devoted to the care of sick members in the different hospitals and in their homes.

The Promotion of a Comp.

Notice of the appointment of Charles C. Boyer, of Philadelphia, as one of the selling force of the Lanston Monotype Machine Company, is a reminder that many printers have entered the business world by way of holding office in typographical unions. The gentleman's name is well known among working printers on account of his activities in Lancaster and Philadelphia unions, more especially because he has twice served on the high court of the typographical union — the Laws Committee of two annual conventions. But Mr. Boyer has not been a union official solely. While following that avocation he has held responsible executive positions in several large printing-plants, so he brings to the Lanston Company a good technical knowledge of the business and some knowledge of men, the last-mentioned quality being acquired in union work. No one of his friends doubts but that Mr. Boyer will make good in his new position, and become a congenial addition to the pleasant coterie of supplymen that hover round and about the City of Brotherly Love.

General Notes.

A PRINTERS' club is being organized at Spokane, Wash.

AT Marion, Ind., the Ben Franklin Printing Company has been consolidated with the Commercial Printing Company.

THE Wheeler Lithographing Company has been consolidated with the Western Lithographing Company, at Wichita, Kan.

A NEW building will be erected by the Franklin (Pa.) News Printing Company, to be ready for occupancy about April 1.

AT Detroit, Mich., the printing-plant of the Stubbs-Esterling Company, on Monroe street, was completely destroyed by fire on December 4.

R. C. WILLIAMS, manager of the Williams Printing Company, Richmond, Va., was fined recently for the violation of the state law providing that women and children shall not be required to work more than ten hours in any one day.

JOB-OFFICE employers at San Francisco reached an amicable agreement with their employees during the latter part of November. Slight increases were made in the scale.

ON January 14 bids will be opened for the construction of the new Bureau of Engraving and Printing building, at Washington, D. C. The cost is expected to be about $100,000.

J. J. BENNETT has been elected president and general manager of the Bennett Register & Printing Company, of East Liverpool, Ohio, which recently took over the Bennett Register Company, of that city. New machinery and supplies are being added.

NEWSPAPER men and printers from Shelbyville, Frankfort, Danville, Nicholasville, Richmond, Paris, Winchester, Versailles, Georgetown and other towns of the Bluegrass State were entertained at a banquet by the Ben Franklin Club, at Lexington, on December 3.

A BANQUET was given at the Windsor Hotel, Troy, N. Y., on Tuesday evening, December 6, in celebration of the fiftieth anniversary of Typographical Union No. 52, of that city. Toasts were responded to by well-known printers and editors. Music was provided by Doring's orchestra and the Imperial Quartette.

ON December 1, F. I. Ellick, of Omaha, Neb., member of the American Printers' Cost Congress and general manager of the Omaha Printing Company, delivered an illustrated address on the standard uniform cost-finding system, recently adopted by the International Cost Congress, at the assembly room of the Merchants' Association, of New York.

A WASHINGTON dispatch, on December 1, stated that Senator Penrose, chairman of the Senate Committee on Postoffices, had received ten thousand letters in three weeks protesting against the passage of the Touvelle bill, which forbids the Government making contracts to print return cards of private firms or persons upon stamped envelopes.

Recent Incorporations.

Campana Operaia Publishing Company, Long Branch, N. J. Capital, $25,000.

Swan Printing & Stationery Company, Huntington, W. Va. Capital, $20,000. F. P. Swan, president.

Wiche Printing Company, Chicago, Ill. Capital, $20,000. Incorporators: W. W. Wiche, F. S. Wiche, A. A. King.

Meridian Printing Company, Meridian, La. Capital, $25,000. Incorporators: B. S. Barnard, W. H. Hurt, S. W. Harvey.

Eidson Publishing Company, Chicago, Ill. Capital, $10,000. Incorporators: W. R. Eidson, C. F. Hatfield, D. R. Hamlin.

Homestead Publishing & Printing Company, Homestead, Pa. Incorporators: G. B. Smith, J. J. Rattigan, W. A. Summersgill.

Stevens-Davis Company (printing), Chicago, Ill. Capital, $25,000. Incorporators: W. H. Hutson, J. E. Erickson, W. A. Sheehan.

Newspaper & Periodical Printing Company, Chicago, Ill. Capital, $100,000. Incorporators: A. M. Lawrence, W. P. Lech, R. D. Keehn.

The Dennis Printing Company, Jacksonville, Fla. Capital, $30,000. Incorporators: F. W. Dennis, A. W. Davis, E. L. Kennedy and others.

Hulslander Engraving & Stationery Company, Trenton, N. J. Capital, $25,000. Incorporators: H. A. Hulslander, H. B. Outcalt, C. B. Lander.

The Lyle Printing Company, Salem, Ohio. Capital, $10,000. Incorporators: C. A. Farmer, J. M. Scott, F. P. Adams, J. M. Lyle, N. E. Lyle.

Charles C. Thompson Company (printing and publishing), Chicago, Ill. Capital, $75,000. Incorporators: C. C. Thompson, C. Martin, H. M. Byall.

The Miller Press (printers, engravers, embossers, etc.), New York city. Capital, $15,000. Incorporators: J. A. Gillaumo, P. S. Carpenter, R. M. Lowes.

The Robert J. Wythe Company (printers and bookbinders), Camden, N. J. Capital, $25,000. Incorporators: R. J. Wythe, R. J. Wythe, Jr., C. L. Lapp.

The Eastern Ludlow Company (printing supplies and equipments), Manhattan, N. Y. Capital, $50,000. Incorporators: H. Stone, M. A. Mullin. C. E. Sholes.

Socialist Publishing Company, Columbus, Ohio. Capital, $10,000. Incorporators: C. E. Belcher, J. L. Bachman, T. C. Southard, J. P. Bohnert, D. M. Kuhns.

Dennis Printing Company, Jacksonville, Fla. Capital, $30,000. F. W. Dennis, president; A. W. Dennis, vice-president; E. L. Kennedy, secretary and treasurer.

United States Publishing Company, Cincinnati, Ohio. Capital, $10,000. Incorporators: H. E. Reeb, C. P. Johnston, T. Meader, F. Frank, J. Kirby, A. R. Streatman.

Norfolk Publishing & Advertising Company, Norfolk, Va. Capital, $10,000. R. C. Bruce, president; E. H. Matthews, vice-president; W. B. Watson, secretary.

Crescent City Linotyping Company, Ltd., New Orleans, La. Capital, $5,000. J. T. Wentz, president; J. J. Tucker, vice-president; J. H. Gintz, secretary-treasurer.

Autoplane Company of America (printing machines, presses, etc.), Jersey City, N. J. Capital, $1,000,000. Incorporators: H. O. Coughlan, L. H. Gunther, J. R. Turner.

The Russo-American Commercial Messenger (printing and publishing), Manhattan, N. Y. Capital, $5,000. Incorporators: H. F. Pierson, T. A. Evdokimoff, V. E. Gartz.

BUSINESS LOST BUT PROFIT GAINED.

A cost system will undoubtedly cause a loss of business. But this lost business is unprofitable business. The profitable business remains. All the fool printers are not dead yet — so it is still possible to get work done at a loss. Some printers are like Helen's Babies, they like to see the wheels go 'round. While a cost system means a loss of business, it also means a greater profit on the work done.—*W. O. Foote, Atlanta, Georgia.*

BUSINESS NOTICES

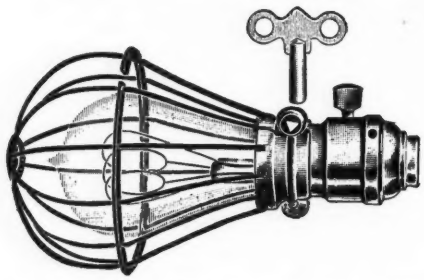
This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

NON-CURLING GUMMED PAPER.

Samuel Jones & Co., of London, England, announce the completion of their new American factory at Waverly, New Jersey, for the manufacture of noncurling gummed paper. Mr. Harold R. Butler is the general manager of the new factory and Mr. William R. Lusignea is manager of the works. The formulas, material and machinery are identical with that which has given the European product of the Samuel Jones Company its favorable celebrity in this country as elsewhere. Noncurling gummed paper makes it possible for printers to handle such stock with convenience, speed and economy — in fact, it is so prepared in the making as to permit its being handled by the pressman or in the stockroom with the same freedom as any other kind of paper stock. Printers and paper brokers interested should write to the American factory for their lines of samples, prices, etc.

LOCK UP THE LIGHT WITH LOXON GUARD.

The McGill Manufacturing Company, of Valparaiso, Indiana, have just placed on the market a wire incandescent guard, known as the Loxon guard, a protection to electric light bulbs, saving breakage and preventing theft. The necessity for protecting lamps around the composing-room, over job presses, under the feeding bed of the cylinders, or in any number of places around the pressroom should be obvious, and one can readily see that danger and loss can

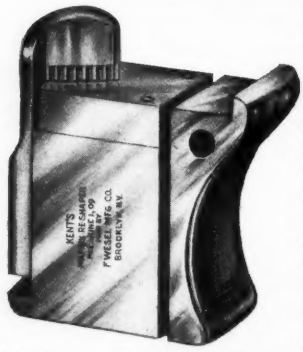


THE LOXON GUARD LOCKS THE LIGHT.

be averted with such a protection. The Loxon lamp-guard has the unique distinction of being the only guard which actually locks on with a key. With its aid you can lock your lamps to their socket, guarding them from petty thieving as well as breakage. Broken lamps are continually causing explosions in places where gasoline, benzin, turpentine, etc., are used; the flying glass from broken bulbs is a source of danger to employees, so for many reasons it is a profitable investment to protect exposed lamps; and most lamps in a print-shop are exposed. The McGill Manufacturing Company also manufacture several other styles, with reflectors or shades, also portable guards, all of which are worth many times more than the cost to the printer. This company has just issued a very attractive catalogue showing their entire line, which will be sent upon application.

KENT MATRIX RESHAPER AND LINOTYPE EMBLEMS.

Mr. Perry E. Kent, of New York city, inventor of the new Linotype Matrix Reshaper here shown, and which is having an unlooked-for large sale in the United States, Canada and Europe (several orders having also been filled for Australia and New Zealand), now announces that he has placed upon the market an "Emblematic Pin" and an "Emblematic Watch Fob" for machinists, operators and machinist-operators of the Linotype, and shows cuts of same herewith. These attractive little novelties combine an exact production of a genuine Linotype matrix in Roman-gold finish, mounted with an elaborate reproduction of miniature tools in white metal, monogrammically entwined, and so carefully and elaborately made that even the indicating marks on the micrometer and the scale marks on the square are clearly discernible. The "pin" is provided with a pin and clasp for securing to the point of "Sunday vest," or for the tie or scarf. The combination of the Roman-gold finish of the matrix and the white or silvery appearance of the miniature tools make a pleasing contrast, and the whole design forms a very attractive and appropriate "emblem" for Linotype men. Will be forwarded to any address on receipt of $1 for the pin or $1.25 for the fob, or sent C. O. D. with privilege of examination if desired. Address P. E. Kent, 2582 Briggs avenue, New York city, N. Y. Agents wanted. Send for circulars.







Less than half size.

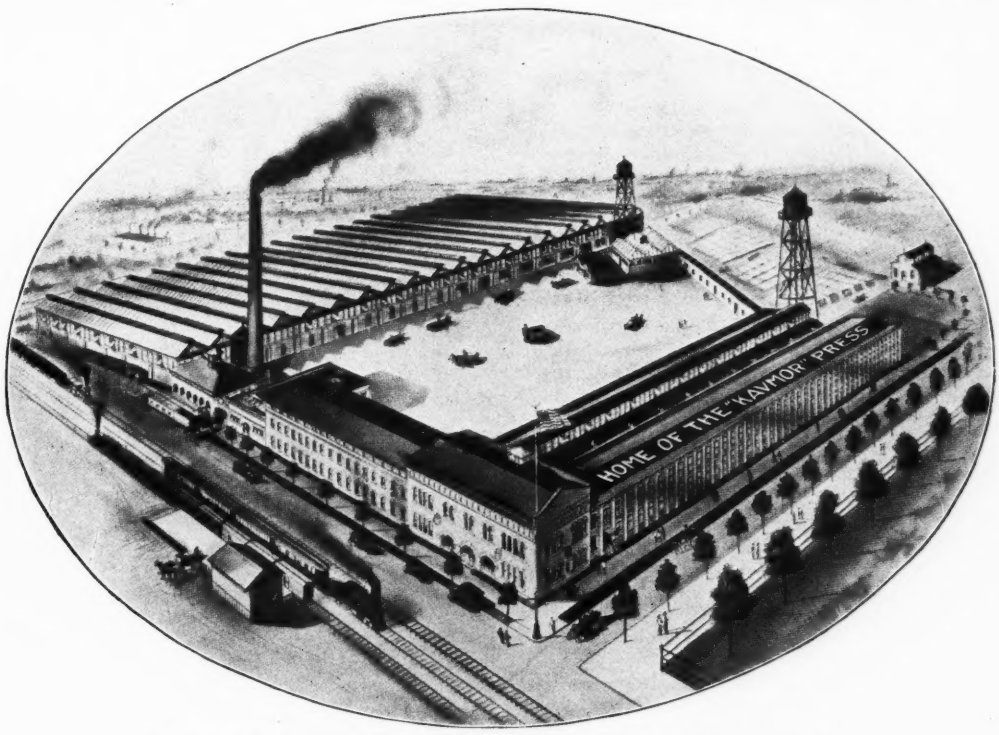
THE DANISH BOND PAPER—B. D. RISING PAPER COMPANY.

The B. D. Rising Paper Company, of Housatonic, Massachusetts (Berkshire county), makers of Housatonic, Barrington and Danish Bond Linen and Ledger papers, also a complete line of wedding and index bristols, are now sending out some very attractive advertising matter emphasizing the sterling merit of their Danish Bond line. The Danish Bond has enjoyed a phenomenal growth from its first introduction to the market many years ago, each year developing favor among discriminating buyers of high-class bond. Due to the excellent product of the B. D. Rising Paper Company the Danish Bond line is occupying a favored place to-day with the users of paper who appreciate quality. This line is made up in the customary sizes and colors: white, opaline, primrose, green, pink, blue, canary, sepia, dark blue and goldenrod. It will pay the

manufacturing printer or stationer to investigate the B. D. Rising Paper Company's various products. A complete line of samples will be mailed to the applicant using firm letterhead.

NEW FACTORY OF THE "KAVMOR" AUTOMATIC PRINTING-PRESS COMPANY.

The Automatic Platen Press Company, with showrooms and offices located at 346 Broadway, New York city, have recently moved into their new factory at Philadelphia, Pennsylvania. This move means much to the progress of the Kavmor press because of its immense increased facilities for turning out additional presses over their former capacities. The treasurer, Mr. J. T. Kavanaugh, when interviewed by a special representative of THE INLAND PRINTER, advised that their new factory building is of such immense dimensions as suggest almost unlimited capacity, therefore great expectations for the year 1911 are planned. The Automatic Platen Press Company, which manufactures exclusively the Kavmor, a high-speed automatic platen press, proposes to construct only two sizes: No. 1, 11 by 17, a press producing five thousand impressions per hour, and No. 2, 14 by 20, at a speed of four thousand per hour, each press turning out the finest character of work, such as vignetted half-tone, process colorwork and embossed colorwork; also cutting, creasing and scoring of paper boxes is one of the successful features of the Kavmor press. This company proposes to place on the market during the early spring months an automatic offset press that will take a sheet, size 28 by 42, the press to produce five thousand perfect impressions per hour. The press is designed to make but one revolution to an impression as against the majority of offset presses which require two revolutions for each impression. This new offset press will be equipped with the company's automatic sheet-feed which will handle all grades of paper from French folio to cardboard. It is also proposed to construct an automatic cutting, creasing and scoring press of special interest to the paper-box trade, the press being designed to take size 30 by 40 sheets and automatically feed, crease, score, cut and deliver up to 30 by 40 sheets at a speed in excess of three thousand per hour. The accompanying illustrations represent the new quarters of the Kavmor press at Philadelphia, Pennsylvania, while the general offices and salesrooms will continue to remain in New York city.



FACTORIES OF THE "KAVMOR" AUTOMATIC PRINTING PRESS COMPANY, PHILADELPHIA, PENNSYLVANIA.

CANADIAN LINO-TABLER INSTALLATIONS.

One of the first official acts of the new superintendent of the Government Printing Bureau at Ottawa, Canada, was the installation of the Lino-Tabler system in the Linotype division of the King's great printery. Next to the American battery of Linotypes in the Government Printing Office at Washington, the Canadian plant is the largest job printing-office in the world.

Superintendent Boardman was an interested cost-congress delegate from the Montreal Printers' Board of Trade, in which he represented the Montreal Herald Company prior to his selection by the Dominion Government, and his adoption of the Lino-Tabler method, after investigating its practical operation at the cost congress and in St. Louis plants, is a source of congratulation to Inventor Stevenson, who combined the pleasure of a visit to his boyhood home with the more serious business of negotiating with the government bureau.

Before his return to the States, Mr. Stevenson was successful in obtaining contracts for the installation of the system in most of the privately owned plants of any size, where the system was not already in operation, in Toronto,

Ottawa and Montreal. During his absence in Canada, the Lino-Tabler Company, through other officials, installed the system in the State printing-plants of California, Texas and Michigan, besides leading establishments which adopted it in Philadelphia, Fort Worth, Kansas City, Denver, Los Angeles, Rochester, Toledo, Detroit and Atlanta.

General Manager Stevenson will open the company's eastern headquarters in the New York Tribune building early in January, and will remain in the East for several weeks. President Hollister's sons, who are practical Linotype and Monotype machinists, will form the nucleus of Mr. Stevenson's eastern demonstrating staff.

PRINTERS' COST ACCOUNTING.

That the printing business responds to the same scientific business treatment as any other industry is the experience of Wright, Schooley & Morse, public accountants. They have been in close touch with the printers and publishers for several years and find that the traditions of the printing industry are its worst handicap. When costs are determined in the same manner as they are by manufacturers in other lines, the results can be used as a basis upon which the selling and administrative departments can be built. The successful application of standard factory-cost practice and organization methods by accountants with the printing experience of Wright, Schooley & Morse, is an important and advisable step toward the putting of the business of any printer upon a more profitable basis. Full particulars in reference to this service can be secured by addressing Wright, Schooley & Morse, 17 West Forty-second street, New York, or 117 North Broad street, Philadelphia, Pennsylvania.

IS THIS THE LARGEST ELECTROTYPE EVER MADE IN ONE PIECE?

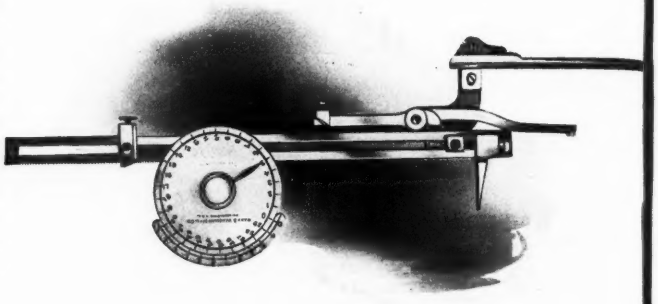
It is believed that a one-piece electrotype, measuring 13 by 42¼ inches, made recently for the Osborne Company, of Newark, New Jersey, by the Lead Mould Electrotype Company, of New York, holds the record. We are told that it would have been no trouble at all to have molded it 24 inches wide and 5 feet long. In fact, by the Dr. E. Albert patented lead-molding process there is no limit to the length of a mold. The limit is made by the length of the depositing tank.

Lead-molding is in its infancy, but every day its possibilities are being developed. Here is one that could not be done nearly so well or so economically by wax-molding. A printer contracted to print a catalogue of many pages, on each of which were several four-color process cuts. The half-tones were delivered to him, each page etched on one plate, with each cut in its correct position. The printer was expected to set type-matter around or under each cut, and have a number of duplicate electros made. He knew that if he separated the cuts on each page he could never hope to get them back into register. He left the half-tones untouched, and, setting up the type, instructed the electrotyper to insert the matter around and between the cuts. A lead-molder carried out these instructions, and delivered the electrotypes, molded and deposited and backed up in one piece, and every one molded from the original half-tones, in perfect register, *without using a bit of solder, or a soldering iron or any substitute therefor.* How did he do it?

In addition to giving perfect reproductions of half-tones the lead-molding process has many other superiorities over wax-molding. The following electrotypers are using the Dr. E. Albert lead-molding process: the Manz Engraving Company and National Electrotyping Company, of Chicago; Suffolk Engraving Company, of Boston; Royal Electrotype Company (two presses) and Art Printing Plate Company, of Philadelphia; and F. A. Ringler Company, Crawford & Calder, Lead Mould Electrotype Company and American Bank Note Company, of New York.

AN ECONOMIC ATTACHMENT FOR A LINOTYPE.

A device of unusual simplicity for setting leader, tabular and ditto work on a Linotype has been placed on the market by Rapp & Wagman Manufacturing Company, 832 Cherry street, Philadelphia, Pennsylvania. The Linotype Indicator and Assembler Slide, as it is named, may be attached to any standard machine, by the operator, by removing the old assembler slide and by making a few other minor changes of assembler parts. The indicator records in picas and points and makes it possible to set the most



THE LINOTYPE INDICATOR AND ASSEMBLER SLIDE.

intricate broken measures with ease. A telephone directory having the usual variation in exchange names at the beginning of the slug and the necessity of a line-up of the names of subscribers is an example of the class of work on which this attachment may be used to advantage. The assembler slide that is a part of this attachment moves with great steadiness, the movement imparted by each additional matrix to a line is registered on the indicator with extreme accuracy. Matrices do not bound from the assembler, as the movement of the assembler finger is so steady and of such a degree of nicety that there is no excess of space which ordinarily is the cause of such troubles. The device will be sent on a ten days' trial to responsible printers.

MONEY IN WASTE PAPER IF HANDLED RIGHT.

Printers, in fact every establishment allied with the printing industry, will find it to their interest to investigate what the Little Giant Hay Press, of Alma, Michigan, offers through its service toward a great saving that can be accomplished with the proper baling of all waste paper accumulating about the plant. It has been demonstrated that where a baling press is used and waste paper is properly baled or packed that it brings a good price and must abolish the old system of using bags for the purpose. The baling press is, therefore, of great interest to both the paper mills and the printers, because it enables the former to find a steady source of supply, and the latter a profitable market for material that would otherwise be mostly loss. The baling press has been on the market in various forms for the past fifteen or twenty years, proving to commercial concerns the value of properly taking care of the waste.

Now comes the Little Giant Hay Press, specially adaptable for the requirements of the average print-shop or paper-mill. This press provides a handy receptacle for daily accumulations of waste and when full turns out a wire-tied bale which is compact and easily handled. In this shape it is readily disposed of at highest market prices, thus turning into cash what was formerly considered a worthless nuisance. It is small, compact, durable and easily operated by an office-boy. It can be set up and used in a low basement or in a small room, where space is limited. The chute into which the paper is fed stands on the level with the shoulders of a man of ordinary height. Therefore, there is no difficulty about getting the waste paper or other material into the press itself. The total height of this press is seven feet and one inch. The floor-space it occupies is 3 by 4 feet, and the press can be conveniently operated in a space five feet by five. As the waste paper or other receptacle is emptied into the chute, the press is closed, and when the baling-case is filled power is applied and the first portion of the bale is formed. The scrap-matter is always kept in the closed baling-case and under full pressure, so that there is not the slightest chance of fire originating therein as is so often the case where there are large quantities of loose waste. Several fillings make a complete bale, and this is turned out in the compact wire-tied form already described. The bale itself weighs from 125 to 150 pounds and is about thirty inches in length. These bales sell at from $8 to $45 per ton, according to what matter they are composed of. This may roughly be divided into three classes: Old newspapers, blanks or No. 2 shavings, and No. 1 shavings. Blanks and No. 2 shavings are composed of white ground wood paper — in other words, the waste from newspaper rolls before it is printed on and shavings from this class of paper. No. 1 shavings is the waste from No. 1 white book-paper that is free from ground wood. The installation of the baling-press has been found to be a source of great profit by thousands of firms, and in a recent canvass made by letter to thousands of baling-press users, it was found that the average profit on the investment was one hundred and fifty-two per cent, while in many cases it ran up as high as one thousand per cent. This canvass included every imaginable kind of a business firm, large and small, in city and country. Many of these firms wrote very interesting letters and told how they had started with one press merely as a matter of experiment and with a great deal of skepticism as to the result, and had finally ended up by installing a number of presses and making enough profit from them to pay many of their minor business expenses. Another point worth mentioning is the reduction of fire risk and the cleanliness and economy of space which these presses effect.

A NEW BOOK ON LETTERING AND DESIGN.

"Letters and Letter Construction," by F. J. Trezise, deals with this interesting subject in a manner different from other treatises on lettering. The student beginning the study of lettering and the accomplished craftsman will both find information of vital interest on every page.

"Letters and Letter Construction" contains chapters on roman capitals, roman lower-case, italic, gothic, lettering in design, decoration and type alphabets.

The whole work is written in a manner easily understood by the beginner, and is illustrated with diagrams of especial interest. Accompanying the alphabets on which the various chapters are based are diagrams showing the method of constructing the letters.

Although a great variety of alphabets is shown, the aim has been to make the book more comprehensive than a mere collection of alphabets, and to this end chapters dealing with the use of letters in a practical way have been added. The chapter on lettering in design deals with the origin and use of the different letter-forms, showing diagrams suggestive of the most pleasing forms of decoration to be used with the various letters, and contains text and illustrations relative to the placing of letters and groups of letters in designs. This will prove most interesting and valuable to the accomplished artists and designers.

The chapter on decoration is as interesting as it is novel in a work of this character. It deals with the designing of decorative initial letters, etc., in a manner simple and easily understood, and contains many descriptive illustrations. A most interesting feature of the chapter is found in a series of plates showing the characteristic decorative forms of various periods and people. From the earliest Egyptian to the modern decorative forms, the student will find in these plates a reference work of value.

"Letters and Letter Construction" contains 160 pages and 131 illustrations. It is artistically bound in art canvas with gold stamp on side and back. The price is $2, and orders may be sent to The Inland Printer Company.

LATHAM MACHINERY COMPANY'S NEW CATALOGUE.

The Latham Machinery Company, manufacturers of Monitor wire stitchers, printers', bookbinders' and box-makers' machinery, Chicago, New York and Boston, have just issued a handsome new catalogue of sixty pages, illustrating their specialties. It is a fine specimen of catalogue-making and should find a place in every printer's library. The machines are shown assembled and in analytical detail. The Latham Machinery Company have been manufacturers of printers' and bookbinders' machinery for the past twenty-five years, and the catalogue in question, epitomizing the results of that development, certainly is most desirable for any printer to have.

Please Don't Fight.

I remember Doctor Watts had a little poem on cats and dogs that fought together, for 'tis their nature to. And I recollect quite well that he said we'd go to hell if we tried to imitate these pets; so when we buy or sell, let us think upon these morals if we hope to win the laurels that wreath the brow of men who earn respect wher-e'er they dwell. If you're building for yourself a home and saving pelf and raising up a family to grace your name for aye, will you keep a-seeking trouble for a disputatious bubble, or will you take a tumble and hearken when I say that there never was a cause that negatived the laws of right that force would buttress or sustain for any time? But if your claim is right, you will find its greatest might is found in free discussion and not blowing out the light.—A. Henry.

WANT ADVERTISEMENTS.

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order to insure insertion in current number. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed.**

BOOKS.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

PAPER PURCHASERS' GUIDE, by Edward Siebs. Contains list of all bond, flat, linen, ledger, cover, manila and writing papers carried in stock by Chicago dealers, with full and broken package prices. Every buyer of paper should have one. 25 cents. THE INLAND PRINTER COMPANY, Chicago.

PRACTICAL FACTS FOR PRINTERS, by Lee A. Riley; just what its name indicates; compiled by a practical man, and said to be the most practical little book ever offered to the trade; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by Linotype or Monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

THEORY AND PRACTICE OF BOOK IMPOSITION — A new work, covering the full range of imposition practice; just off the press. If interested, send for circular to C. J. SCHOTT, Seattle.

THE RUBAIYAT OF MIRZA MEM'N, published by Henry Olendorf Shepard, Chicago, is modeled on the Rubaiyat of Omar Khayyám; the delicate imagery of old Omar has been preserved in this modern Rubaiyat, and there are new gems that give it high place in the estimation of competent critics; as a gift-book nothing is more appropriate; the binding is superb, the text is artistically set on white plate paper, the illustrations are half-tones, from original paintings, hand-tooled; size of books, 7¾ by 9¾ inches, art vellum cloth, combination white and purple, or full purple, $1.50; edition de luxe, red or brown India ooze leather, $4; pocket edition, 3 by 5¾, 76 pages, bound in blue cloth, lettered in gold on front and back, complete in every way except the illustrations, with full explanatory notes and exhaustive index, 50 cents. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition, and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

FOR SALE — A printing-plant doing from $75,000 to $80,000 business a year; inventoried by American Appraisal Co., Milwaukee, $54,000 in September, 1910, exclusive of stock on hand, and a No. 3 Miehle has been installed since; have drawn out from $10,000 to $15,000 a year and want to retire from business; good chance for some young man to get an old established business cheap; price, $35,000. A 126.

FOR SALE — An old established, finely equipped, large-edition plant in New York State is offered for sale; operated at small expense; owners retiring from business. A 125.

FOR SALE — Bookbindery; well-equipped shop in city of 25,000; if taken in the next 60 days you will get the chance of a lifetime. H. D. PARLEE, General Delivery, Des Moines, Iowa.

FOR SALE — Complete and up-to-date printing-plant in Memphis, Tenn.; established 23 years; now doing a good business; 5 C. & P. Gordons, 28 by 42 Miehle cylinder, Harris Automatic, paper-cutter, complete bindery, an abundance of body and job type, leads, slugs, stones, cabinets and everything that goes to make a first-class printing-plant; high-grade commercial and catalogue trade; a bargain for some one, as plant must be sold for good reasons. P. CARY, Memphis, Tenn.

FOR SALE — First-class job business in Canadian city; long established; earning good interest on investment; modern equipment throughout; good reasons for selling; easy terms; capable of great development; excellent opportunity for bright young man. A 16.

FOR SALE — Fully equipped job-printing office; no competition whatever; doing printing for entire county; get your own prices; everything in perfect condition; fine climate in "Sunny South"; other business north requiring my attention; to secure this cheaply on easy terms inquire at once; price will include home, plant, barns, etc., on 64 acres of fine truck land; fuel and running water free. E. N. ANKETELL, Manteo, N. C.

FOR SALE — The only commercial printing-plant in a hustling city of 30,000 near New York; established 20 years; an exceptional opportunity; $3,500 cash required. A 123.

MR. PRINTER — Go after the calendar business in your town; our big line of calendars, post-cards, blotters and fans sells at right prices; set of samples, $10. AMERICAN CALENDAR CO., Red Wing, Minn.

PARTNER WANTED with $4,000 or $5,000 to help develop Western newspaper and printing business along profitable new line. A 145.

PRINTING-PLANT for sale in Iowa town of 11,000; $400 monthly business; good prices; good equipment. Invite close investigation. HON. E. H. ENGLISH, State Printer, Des Moines, Iowa.

RARE OPPORTUNITY for one of four men — competent job compositor, pressman, office man (accountant and shipper) and traveling salesman; medium-sized specialty plant (good commercial and color work, souvenir goods, legal blanks, show, post, tally, place cards, etc.), in fastest-growing city of America — Los Angeles, Cal., needs several men of ability and some capital in above capacities; plant established 6 years; plenty of work at good prices; needs more efficient and directly interested help, as well as additional capital; fair salaries; interest on investment and excellent future; please state qualifications, references, amount capital controlled, and if can come at once if investigation satisfies. B. M. COPES, 1476 West 45th st., Los Angeles, Cal.

SPLENDID OPPORTUNITY for A-No. 1 all-around man (married preferred) to take complete charge of composing and press room of large, old established German weekly; Linotype and modern job-plant of medium size; output tripled in 3 years; fine, healthy, fast-growing city, over 15,000, in Middle West; must have system, understand cost, stock estimating, cutting and small binding, also understand platen presses; must be sober, industrious, of quiet, gentlemanlike disposition, and speak and read English and German; must invest enough money (after thorough investigation) to stick and make good; salary according to ability to increase business; no better opportunity anywhere for the right man who wants to build up his own future and independence, as proprietor would leave him later on in entire control of business; union; state exact details, references, salary for start and experience. A 147.

TWO PRACTICAL LINOTYPE MEN want location to install one or two machines with up-to-date printing-house, or would lease plant of machines; thoroughly reliable, with years of experience in producing highest grade linotype work. A 1.

WANTED — AS PARTNER IN EXECUTIVE CAPACITY, AND AS SALES manager (either in office or in charge of a sales branch), high-class, thoroughly experienced, well-connected lithographic salesman with established trade; extraordinary opportunity — owing to death of principals — to connect with one of the most prosperous, old established American plants, with good salary and opportunity for highly profitable investment; prefer general advertising campaign and contracting experience. A 124.

Publishing.

$5,000 WILL BUY foundation for high-grade engineering paper in Middle West. We have others larger and smaller. HARRIS-DIBBLE COMPANY, Masonic bldg., New York.

FACTORY SITE.

FACTORY SITE — One of the best in the county, 13 acres or any part thereof, on centrally located switch in a large German settlement; Columbus is one of the best towns for factories in the United States, and its railroad facilities can not be excelled; the laboring people are largely Germans and men who have moved in from the country, practically no foreign element; all Columbus industries have grown to be large institutions; our banks furnish any amount of capital that is required to finance, enlarge and develop business; the Chamber of Commerce is alive to the interests of its home industries; last year it gave one of the most elaborate and successful industrial expositions that has ever been held in the United States; if you contemplate a location, let us hear from you. C. A. THOMAS & CO., Brunson bldg., Columbus, Ohio.

FOR SALE.

BOOKBINDERS' MACHINERY; rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 132 Federal st., Chicago.

FOR SALE — A Smyth No. 1 case-making machine in excellent condition, having been used only 6 months; this machine is a bargain and can be bought for nearly half price. J. B. LYON COMPANY, Albany, N. Y.

Do This! Order a can of **"OROTYP,"** and if you can't conscientiously tell us, after testing it, that it is the only satisfactory **GOLD INK** you ever saw, return it for full credit. Can you beat this proposition? Four shades — Light Gold, Deep Gold, Aluminum, and Copper. Liberal discounts to jobbers.

MANUFACTURED BY
THE CANADIAN BRONZE POWDER WORKS
MONTREAL TORONTO VALLEYFIELD

Price, $3.00 per lb. ***Distributing Agent for United States*** **— JAS. H. FURMAN, 36 La Salle Street, Chicago, Ill.**

FOR SALE.

FOR SALE — One Harris automatic litho press in first-class condition, now in operation; fully equipped with motor and starting box, etc.; one graining machine for zinc plates; one Sheridan paper-cutter, 36-inch automatic clamp, good as new; one Morrison (Perfection) wire stitcher, nearly new; one National rotary perforator, latest model; one stone planer (Kidder), will take any size stone up to 28 by 42 (this is a special bargain). Owing to a consolidation of two plants these things are for sale, and it is a rare opportunity to buy machinery of this high class at a great bargain. W. A. VINCENT, Wichita, Kan.

FOR SALE — Seybold Duplex trimmer. H. C. ISAACS, 10 Bleecker st., New York.

FOR SALE — 10 by 15 Peerless press and small outfit of type and material, suitable for amateur printer; will sell whole or in part. Address REV. P. L. LINDQUIST, Kane, Pa.

JOB CYLINDER-PRESS FOR SALE — Pony Whitlock, bed 27 by 40, fly delivery, fully described on page 1076 American Type catalogue, used less than a year, hardly enough to smooth bearings, is for sale because of consolidation; also 350 pounds 8-point O. S. body-type, 150 pounds 10-point and 50 pounds 6-point, in good condition, used slightly for less than year; also Acme stapler No. 6, in good condition. BROWN & MEEK, Harlan, Iowa.

2,000 NEW ELECTROTYPED CUTS for sale at 10 cents each; regular prices 25 cents to 75 cents each; trade and ornamental. Send postal for proofs. GRAMLICH & BAUHAHN, 1999 Clinton av., New York city.

$3,000 WILL BUY one two-color Harris automatic press, will take 26 by 29 sheet, and one two-color Harris envelope press, with sheet-feed attachment, will take 11 by 12 sheet; motors and benders for same included; both presses in A-1 condition. A 121.

HELP WANTED.

ARE YOU LOOKING FOR WORK? — File your name with The Inland Printer Employment Exchange and it will reach all employers seeking help in any department. During the past few months we have received calls for the following: Job printers, 3; machinist-operators, 3; linotype machinist, 1; superintendents and foremen, 5; bookbinders, 2; compositors, 4; pressmen, 5. Registration fee, $1; name remains on list as long as desired; blanks sent on request. THE INLAND PRINTER COMPANY, Chicago.

Ad. Solicitors.

LABOR PAPER wants man who can *get* advertising; union man and an agitator, able to talk and write on labor problems; gild-edged proposition offered such a man. A 150.

Collotype.

COLLOTYPE (Lichtdruck) — First-class, practical man; the best of opportunity for the right man. A 118.

Compositors.

WANTED — Compositors, Monotype and Linotype operators; good wages; will run non-union shop after March 1. A 137.

Editors.

WANTED — A good, live, hustling editor and manager; good salary, with privilege to become financially interested — if desired — of semi-weekly newspaper and job office, circulation nearly 3,000, in a steady-growing town of 4,000 inhabitants; a grand opportunity for the right man; no idle inquiries. A 128.

Foremen, Managers and Superintendents.

AN UP-TO-DATE, MEDIUM-SIZE PLANT located in a Michigan city and doing high-grade catalogue printing desires a composing-room foreman who is a good executive. A 136.

SUPERINTENDENT of the printing department of the largest printing, stationery and office-outfitting house in Pennsylvania; position of responsibility and trust at very attractive salary; the establishment has been over 31 years in business, has over 2,500 regular customers, employs over 125 people, occupies 10 floors in addition to commodious warehouse; employees are given an opportunity to share in the profits of the business; good references, experience and a cash investment of $3,000 upward absolutely required. A 116.

Miscellaneous.

THE BEN FRANKLIN CLUB, of St. Louis, is seeking the services of a secretary who can demonstrate the advantages to be derived by the installation of cost systems; who can install and supervise them; who is a competent accountant and executive; address, stating fully as to qualifications, salary expected, with references, FRED F. GOTTSCHALK, acting secretary, Ben Franklin Club, 318 Wright bldg., St. Louis, Mo.

Operators and Machinists.

A LINOTYPE MACHINIST-OPERATOR, preferably one who knows something about the trade; union. EDW. H. LISK, Inc., Troy, N. Y.

WANTED — A first-class Monotype keyboard operator, either lady or gentleman; state experience and salary expected. A 27.

WANTED — Monotype operator (caster) who is also pressman. FRANKLIN TYPE & PRINTING CO., 210 N. Elizabeth st., Lima, Ohio.

Pressmen.

FIRST-CLASS platen and cylinder pressman to buy interest in growing job-office in Pacific coast city; $500 necessary. A 141.

Salesmen.

OLD ESTABLISHED EASTERN ink and color house has opening for two first-class salesmen with established trade — one for New England States, one for New York city; good, permanent positions for the right parties; state full particulars and salary required. A 151.

UP-TO-DATE PRINTING-OFFICE located in Michigan town of over 100,000 population wants hustling solicitor who can estimate on all classes of work. A 135.

WANTED — A printing salesman with thorough knowledge of catalogue trade; fine opening for strictly A-1 man, permanent and good salary. GRIFFITH-STILLINGS PRESS, Boston, Mass.

Stonemen.

WANTED — Competent man to take position as stone or lock-up man; one capable of checking errors, press proofs, stock, etc.; class of work — strictly commercial; salary, $25 per week; non-union office. DORSEY PRINTING COMPANY, Dallas, Tex.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $4.

A LINOTYPE SCHOOL AT HOME — The Eclipse keyboard, with complete instruction course, for $3, is positively the best value on the market to-day; movable spring-steel keys, enamel-painted; detachable copyholder, 22-page instruction book; set of diagrams showing 12 keyboard layouts mostly used with every keyboard; the Eclipse is made with following layouts: No. 1, standard, without fractions; No. 2, standard, with fractions; No. 11, two-letter, with fractions; No. 12, two-letter, without fractions; circular on request. ECLIPSE KEYBOARD COMPANY, 117 S. Bonner st., Dayton, Ohio. Canadian Agent, A. E. Moissan, Box 1118, Winnipeg, Manitoba, Can.

LINOTYPE INSTRUCTION — Special rate: 12 weeks' thorough operator-machinist course, $80; instruction day or night; 6 Linotypes; high-priced instructors; employment bureau; hundreds of graduates. Write for date of next opening. EMPIRE LINOTYPE SCHOOL, 419 First av., New York city.

N. E. LINOTYPE SCHOOL, 7 Dix place, Boston, Mass. Four-machine plant, run solely as school; liberal hours, thorough instruction; our graduates succeed. Write for particulars before deciding.

SITUATIONS WANTED.

DO YOU WANT HELP FOR ANY DEPARTMENT? — The Inland Printer Employment Exchange has lists of available employees for all departments, which will be furnished free upon receipt of stamped, self-addressed envelope. THE INLAND PRINTER COMPANY, Chicago.

Bookbinders.

BOOKBINDER — First-class blank-book finisher and forwarder wants position. A 133.

BOOKBINDER — First-class finisher, stamper, gilder, marbler and forwarder wants position. A 132.

BOOKBINDER, ruler, forwarder and finisher, first-class in each department; capable of handling your bindery; married, strictly sober; best of references from present employer. A 967.

POSITION WANTED as superintendent or foreman of a bookbinding establishment by a man thoroughly competent in all branches, including marbling, ornamental gilt-edging and art binding; at present occupying a position in a large establishment doing high-grade job and edition work; good organizer. A 44.

WANTED — Position as finisher and forwarder in a well-established bindery by an all-around bookbinder; am thoroughly competent. A 932.

Engravers.

ZINC ETCHER, thoroughly competent, non-union, desires steady position with firm handling best grade of work; wages, $25. A 130.

BOOKBINDERS PLEASE NOTE: You have been for years looking for a substitute for Gold Leaf, one which is soft, pliable, brilliant and **Non-Tarnishing;** one whose cost is considerably less than Gold.

"CRAMAIN GOLD" is all of these and more. Has been tested out for more than two years and **has stood up under every test.**

WRITE FOR PARTICULARS

MANUFACTURED BY

CRAMER & MAINZER - Fuerth, Bavaria

SOLE AGENT AND DISTRIBUTOR IN THE UNITED STATES

JAMES H. FURMAN

36 La Salle Street - - - Chicago, Ill.

Reputable representatives wanted in all principal cities

Folder Operators.

DEXTER FOLDER OPERATOR wants steady position; also has experience at book-trimming and stock-cutting; steady, reliable, no tobacco or booze fiend; will go anywhere; references furnished. A 160.

Foremen, Managers and Superintendents.

FOREMAN COMPOSING-ROOM — Superintendent of printing, wide-awake and progressive, 20 years' experience in job and book branch, familiar with high-grade printing, holding present foremanship over 3 years; absolutely capable of handling help; desires to make change; union. A 32.

PRACTICAL MAN, 15 years' experience in newspaper, book and job printing, knowing the mechanical and office end, good estimator, desires position as superintendent of good plant; references. A 139.

POSITION WANTED as foreman of evening paper; married, age 28, sober, industrious, and 12 years on newspaper work; capable of taking charge of any composing-room; would consider foremanship of ad.-room; West or Middle West preferred; union; come immediately. A 738.

SUPERINTENDENT OR FOREMAN desires change to first-class, up-to-date, union office in Southwest; experienced, reliable, sober; best of references. A 142.

Operators and Machinists.

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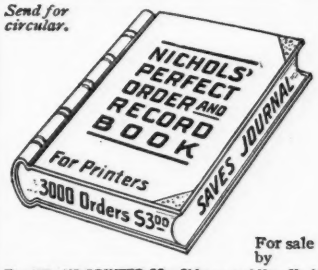
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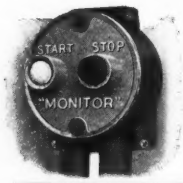
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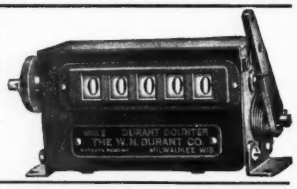
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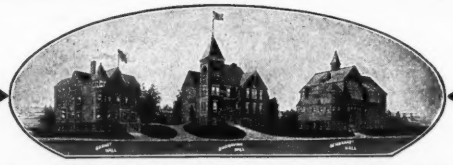
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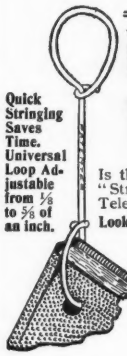
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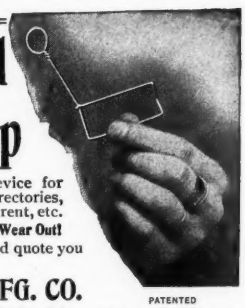
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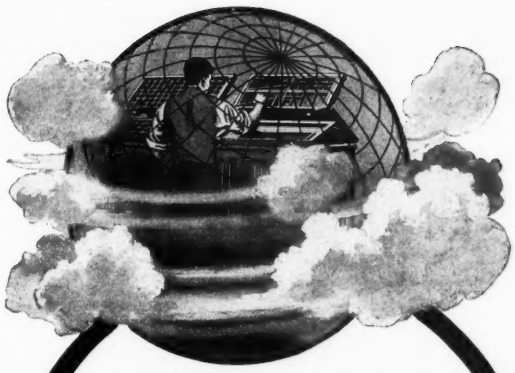


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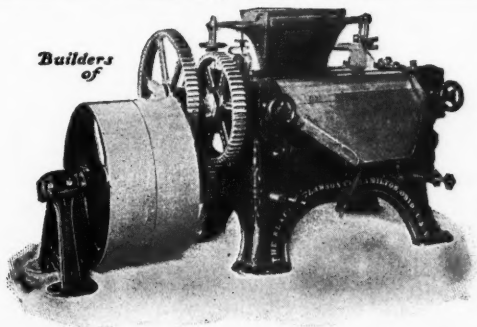
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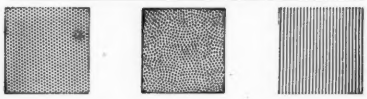
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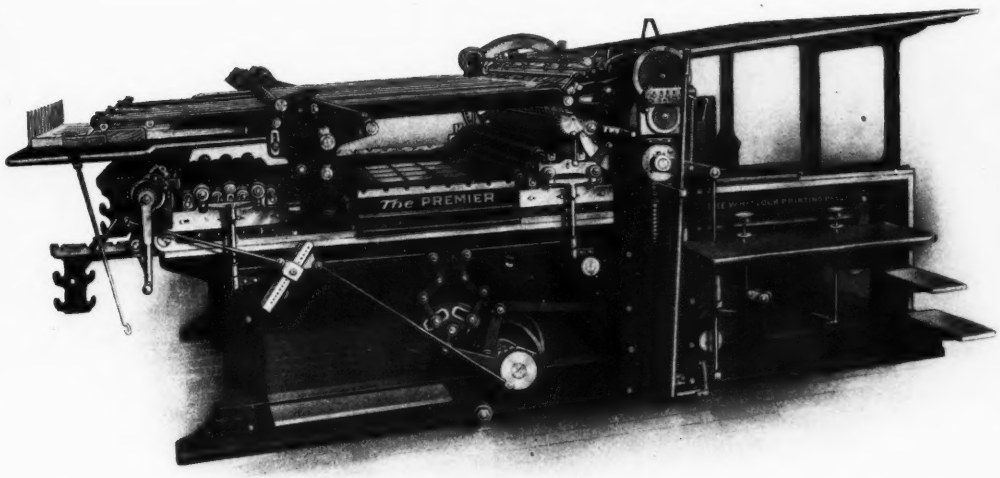
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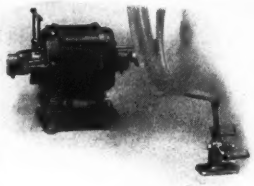
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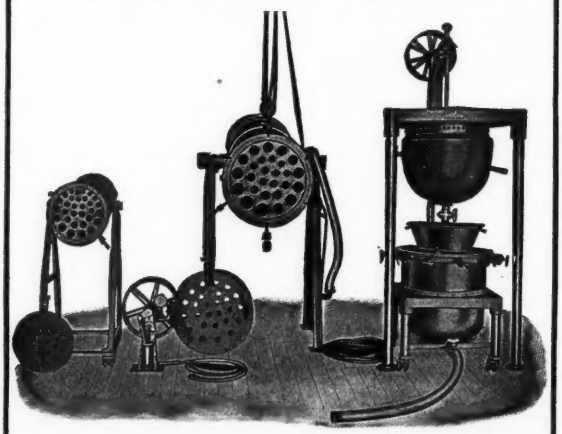
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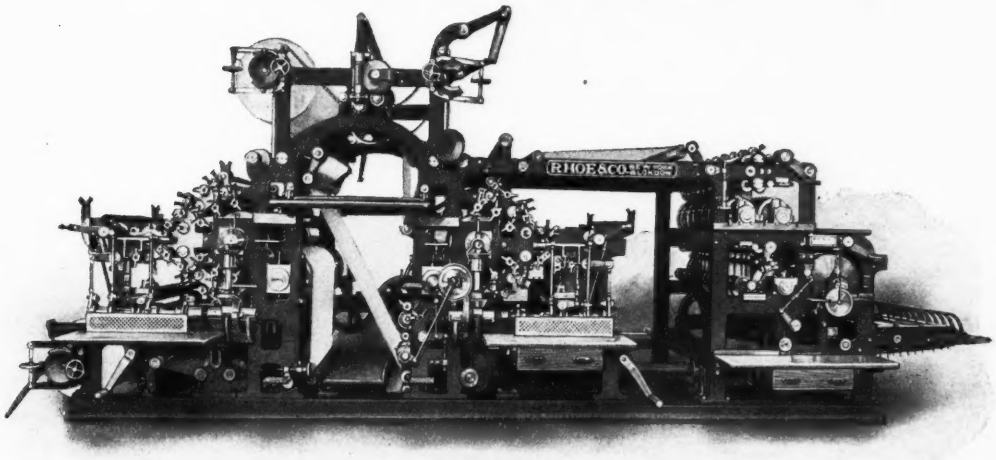
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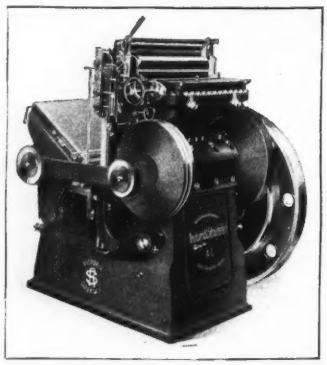
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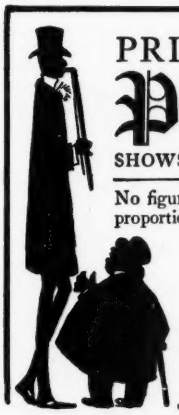
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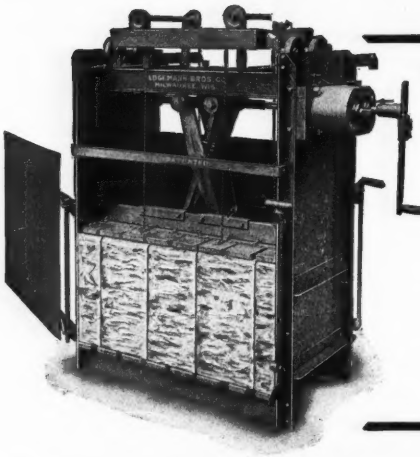
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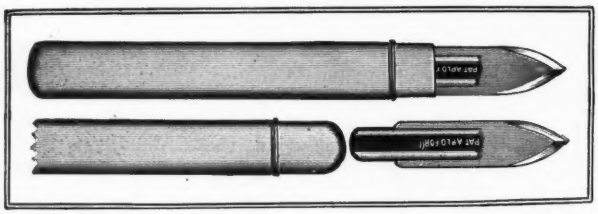
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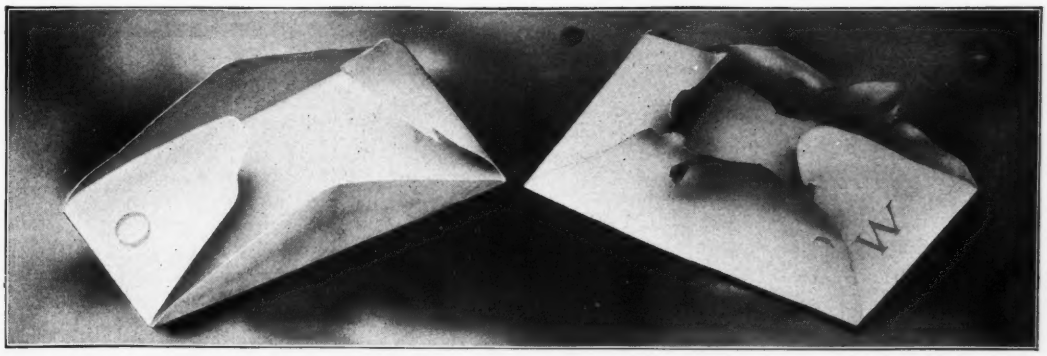
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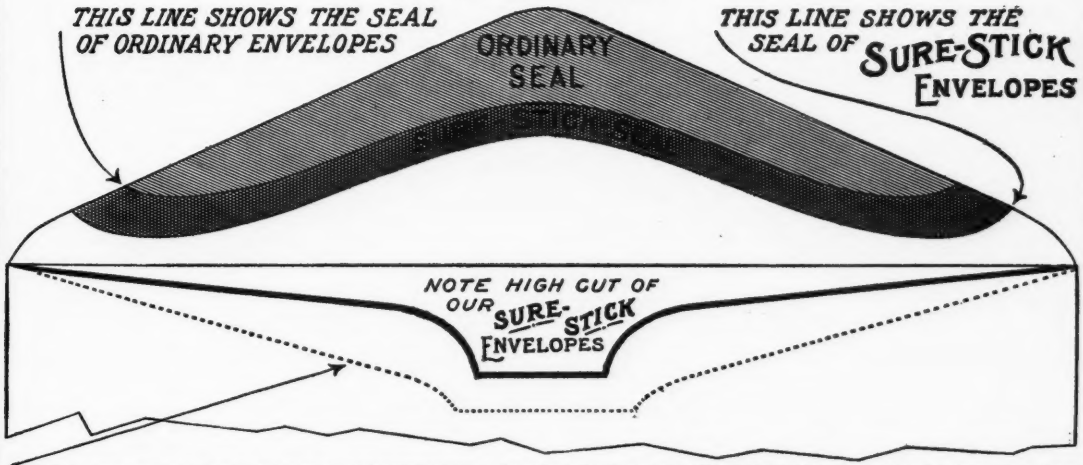
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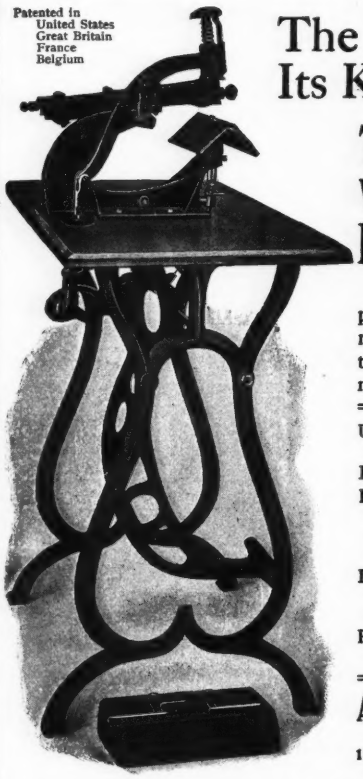
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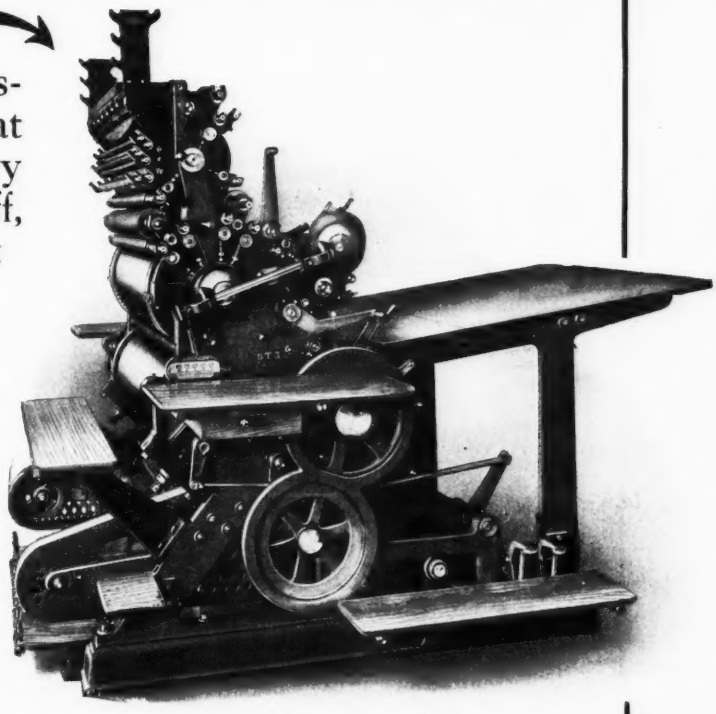
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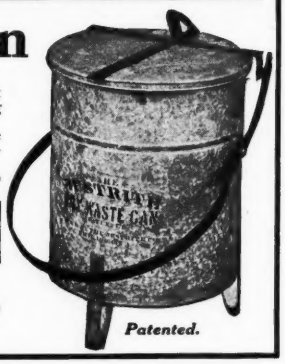
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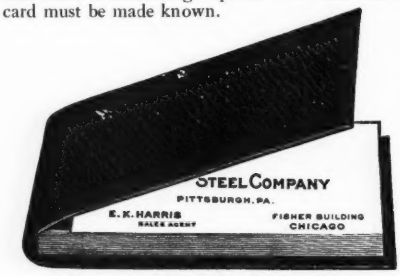
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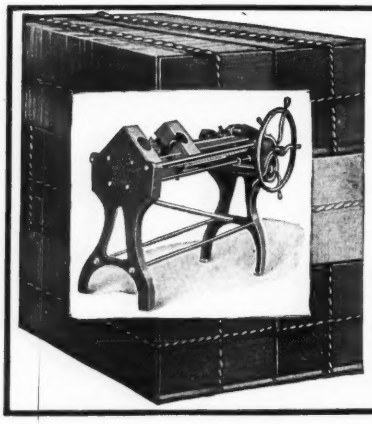
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all have the same opinion.

The high pressure produced and the ease of obtaining it, is ONE reason why so many ANDERSON BUNDLING PRESSES are used. Many binderies have from two to twelve.

Write for List of Users in your locality

C. F. ANDERSON & CO. 394-398 Clark St., CHICAGO

Best Machine

American Model 31—6 Wheels, $6.00

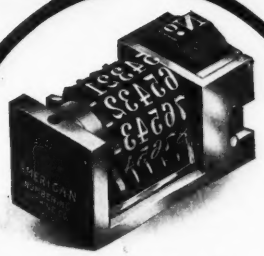
Steel Throughout

Every machine thoroughly tested in a printing-press and guaranteed

ACCURATE

American Numbering Machine Co.

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160 Washington St., Chicago, Ill.
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№ 12345
Impression of Figures

Lowest Price

American Model 30

5 Wheels **$5.00** **Fully Guaranteed**

In stock and for sale by

Dealers Everywhere

The Mechanical Chalk Relief Overlay Process

is rapidly supplanting all other overlay methods, both hand and mechanical.

As contributory causes may be mentioned:

Ease of production
Containing relief on both sides of ground sheet
Superior printing results
Comparative cost, etc., etc.

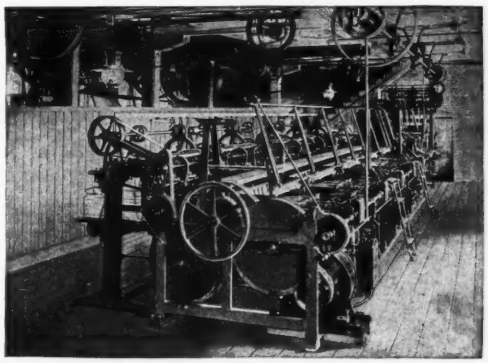
Upwards of 12,000 Printing Plants, in all parts of the world, have installed the process

Among whom are—

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Westinghouse Motor Driving Folder

Westinghouse Motors for Printing Machinery

mean an increase in efficiency of each machine, economy in the use of power, a cleaner press-room, and more light due to the absence of belts and shafting.

Westinghouse Motors require minimum attention, and give a maximum of service.

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For Canada—Canadian Westinghouse Co., Ltd., Hamilton, Ontario.

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AUTOMATIC REGISTER GAUGE

$4.80



POOR REGISTER— SPOILED WORK—

Do You Know How Much It Costs You?

It's wonderful what accuracy this little low-priced device gives. It's quickly applied—a little practice enables one to apply it in a minute. And it stays, all parts fixed, yet is adjustable in getting colors in. On any job press at sight.

A money order covering price will bring these Gauges promptly by mail. Such orders will not be referred back. Est. 40 years.

E. L. MEGILL, Inventor and Manufacturer
FREE BOOKLETS. **60 Duane St., NEW YORK, U. S. A.**



MEGILL'S DOUBLE-GRIP GAUGE.

Strongest gauge in the world. No pin-points, no gluing, no patching. Holds for any weight stock and adjustable by easing nuts. Fastens through a vertical slit quickly cut in top sheet. Saves tympan. **$1.35 set of three,** including key and extra tongues.



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Real thing in a GAUGE PIN. Very handy. **$1.20 per doz., 40c. set of three,** including extra tongues.

LABOR-SAVING **Kidder Machinery** MONEY-MAKING

SHIPPING RECEIPTS?

What does the inquiry "Please quote on Five Million Shipping Receipts" or "Bill of Lading Forms" mean when you receive one in the morning's mail? A *big job*, a *long run*, *wanted* in a *hurry*, and from one of your best customers. You say, "Up against it!" Why? Have not got the facilities to handle such work and can not do it cheap enough; again, you could not think of tying up the cylinder presses on such work. "Sorry," you say, "Have to let the job go." The next time such an inquiry reaches you, don't let it go by. Write us, we will show you how to do it *profitably* and *quickly*.

Kidder Press Co. Main Office and Works **Dover, N. H.**

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NEW YORK OFFICE: 261 BROADWAY

GREAT BRITAIN: JOHN HADDON & CO. LONDON

GIBBS-BROWER CO., Agents

Dollars for your Pockets

are more acceptable to you than dollars wasted in lost time, lost production, lost quality, lost quantity, and the numerous other losses incident to the wire stitching proposition when the old-line machinery, of antiquated construction, is used.

Boston Wire Stitchers save losses,—save money, save repairs, improve quality, increase quantity, satisfy the customers, and they will satisfy you. "Boston" excellence is attested by 2000 users in this country and abroad. "Bostons" are the fore-front of the wire-stitcher procession. And they should be in your bindery. May we quote you on "Bostons"?

American Type Founders Company

General Selling Agent

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Balance Feature
Platen Dwell
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Motor Attachment

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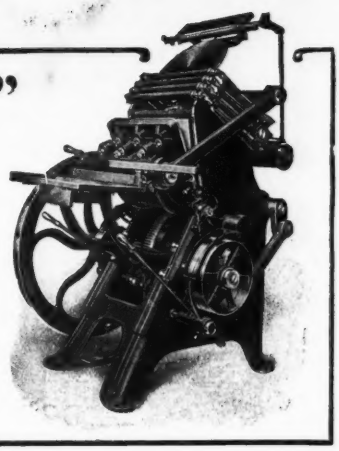
"Prouty"

Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.





"They Are Going Some"

Eight hundred and sixty-nine ***Wing-Horton Mailers*** were sold in 1909. They were all sold subject to approval, and not a Mailer was returned. If you are not using a ***Wing-Horton Mailer,*** perhaps your Mailing Department is not working to its best possible economy.

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CHAUNCEY WING, Manufacturer . . Greenfield, Mass.

James White Paper Co.



TRADE-MARK
REGISTERED U. S. PATENT OFFICE.

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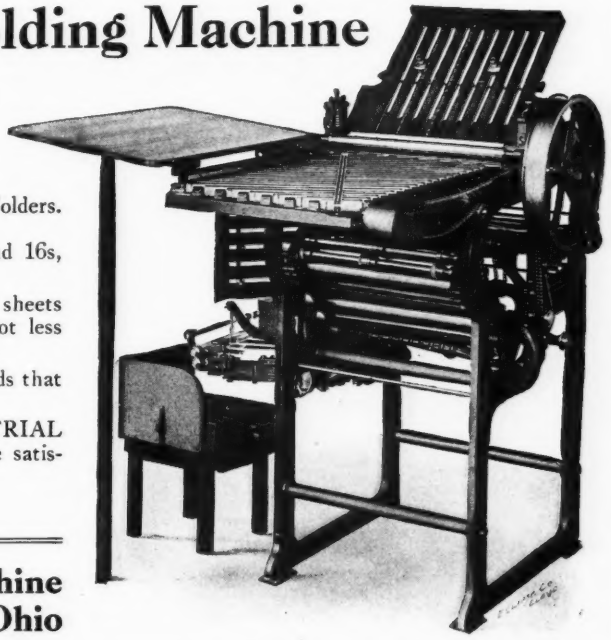
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COST REDUCTION *and* PROFIT MAKING

THESE RESULTS ARE OBTAINED BY PROGRESSIVE PRINTERS WHO USE

The Cleveland Folding Machine

The Only Folder that does not use Tapes, Knives, Cams, or Changeable Gears in Folding.



Perfect in register and 50% faster than other Folders.
Has range from 19 x 36 to 3 x 4 in parallel.
Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s, single or in gangs.
Also regular 4s, 8s, and 16s, book folds, from sheets 19 x 25 down to where the last fold is not less than 2½ x 3. in.
Makes accordion—and a number of other—folds that can not be made on any other folder.
INSTALLED ON A THIRTY DAYS' TRIAL on an unconditional guarantee of absolute satisfaction.
Write for a complete set of sample folds.

The Cleveland Folding Machine Company : : : : Cleveland, Ohio



There Is But One Process

— that process, the ability to execute *quick* and *satisfactory* Electrotyping.

Our entire plant is fully equipped with new and modern machinery

and it goes without saying that our facilities, in the hands of *expert workmen*, enable us to handle your work with absolute satisfaction. 'Phone Main 1611 and we will call for your business.

American Electrotype Co.
24-30 South Clinton St.
Chicago



CARTOONISTS are missing opportunities every day by not using

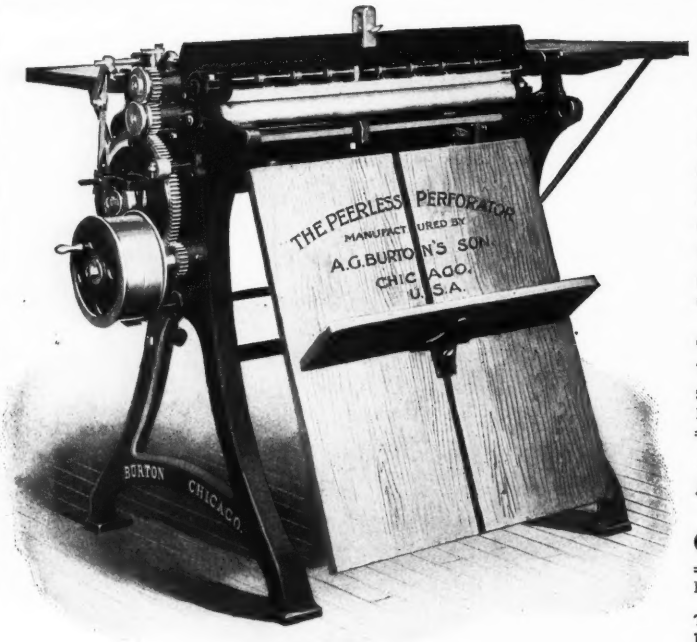
THE NORWICH FILM

It has a transparent drawing surface and provides the easiest way of making newspaper cuts ever known. Write

THE NORWICH FILM . . . . Norwich, Conn., U. S. A.

LEFRANC & CIE, LONDON AND PARIS

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FOR years the PEERLESS PERFORATOR has stood as a model for imitators. It has withstood all tests, and is still recognized by the posted buyer — the buyer who would look to *service* and *future*, as the one dependable Perforator. ¶ Its rapid, perfect work, clean and thorough perforation and its wide range in thickness of stock, supplies the printer with all that can be *desired.*

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MIDDOWS BROS. . . . . SYDNEY, N. S. W.

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A. G. BURTON'S SON
118 to 124 South Clinton Street
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Did You Write Off 25% the Past Year for Depreciation?

THE International Cost Accounting Convention held at St. Louis in 1910 recommended that 25% be written off the inventory for depreciation in type equipment. *Think of that* when you are buying type. The same convention placed the proper depreciation on machinery at 10%. The difference in the depreciation alone would, in many large printing houses, pay the cost of a typecasting machine, while the type itself would be made for from one-third to one-half less than foundry prices. Are you still hesitating? Why not cut out all the unnecessary waste and expense and leaks in your composing-room? Try a Thompson Typecaster for thirty days and be convinced. You will wonder how you ever got along without it. Let us refer you to a long list of satisfied users.

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120-130 Sherman Street, Chicago

European Representatives: General Composing Company, London and Berlin

BRONZING MACHINES

FOR LITHOGRAPHERS AND PRINTERS

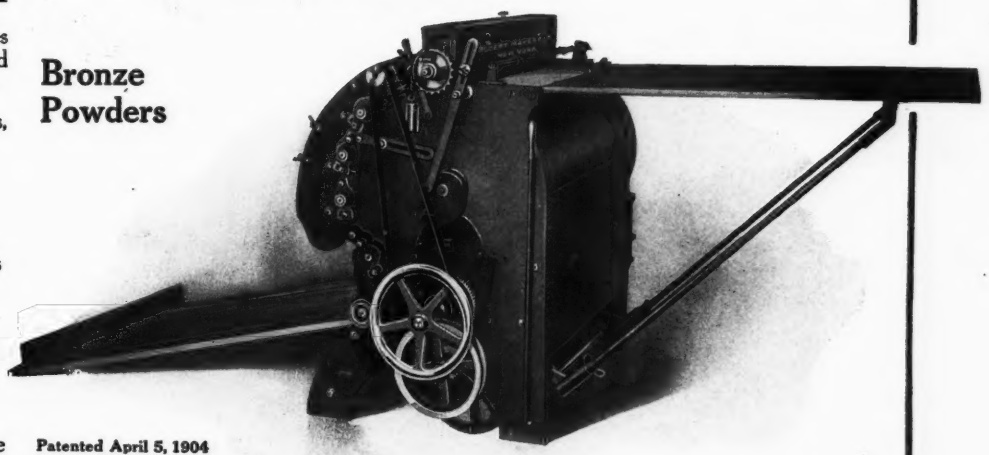
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¶ Sole Agents for the United States and Canada for the genuine Columbia Transfer Papers — none genuine without the water-mark on every sheet.

Bronze Powders



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Patented May 30, 1905
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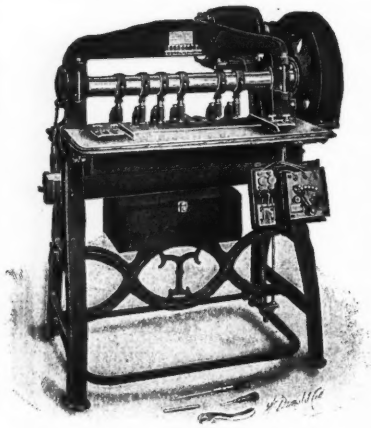
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Factory—Hoboken, N.J. San Francisco
Chicago Office—Monon Bldg., 324 Dearborn St.

The Standard Punch for Accuracy

Tatum Punches

Used where careful work is required.



Style D—with direct-connected motor.

No matter what the material, TATUM PUNCH cuts every hole absolutely clean.

Operates with tremendous power, easily and without vibration.

TATUM PUNCHES are cheapest in the end because they last longer, require fewer repairs, do more work, consume less power than other makes.

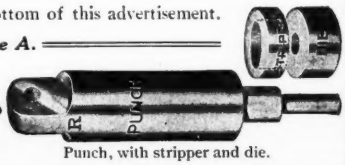
Equipped with interchangeable dies and strippers, which can be used in any of our machines.

Twenty stock dies as shown at top and bottom of this advertisement.

Write for Catalogue A.

The Sam'l C. Tatum Co.

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Punch, with stripper and die.

Trim to the Point System

All the advantages of other machines and many exclusive features.

Exact measurements before you always.

Adjustable steel mandrel. Bronze bearings.

Three sizes.

We guarantee this machine is the best, not equaled for its purpose, and will send to you on 30 days trial.

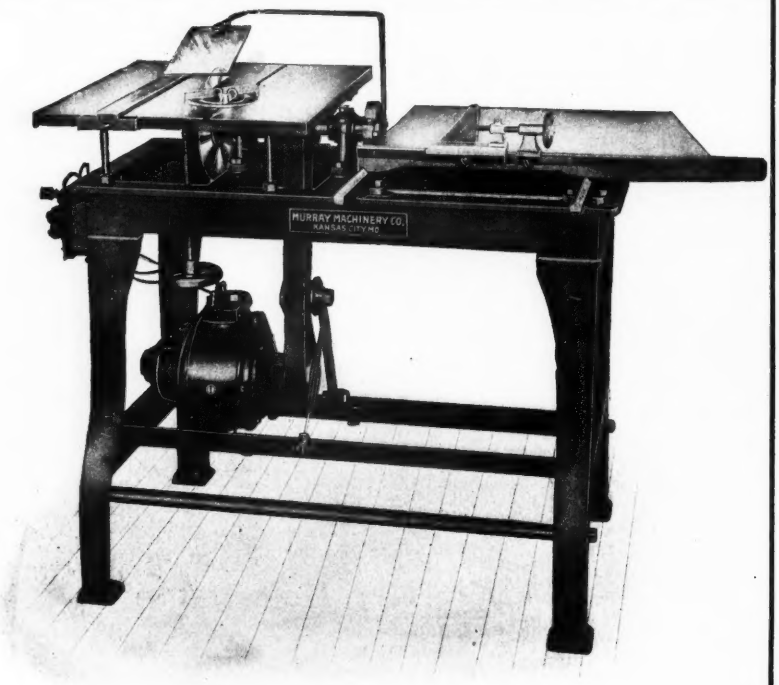
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Murray Machinery Company

Manufacturers

All Kinds of Stereotype, Electrotype & Etching Machinery

Kansas City, Mo., U.S.A.

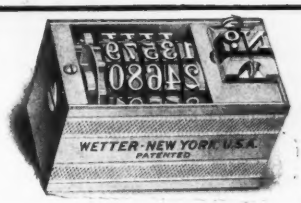


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THE WETTER

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NUMBERING MACHINE IS THE BEST POSSIBLE TO PRODUCE



MODEL 125

Five-wheel machine to automatically number from 1 to 99999

No 12356

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Sold by All Dealers

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IF YOU WANT TO BUILD A TRADE WITH THE FRENCH PRINTERS

SEND YOUR CATALOGUES AND TERMS TO THE

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THE LEADING IMPORTERS OF

AMERICAN MACHINERY

FOR THE FRENCH PRINTING TRADE.

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IN THE NEW

"COCKLE FINISH"

AND

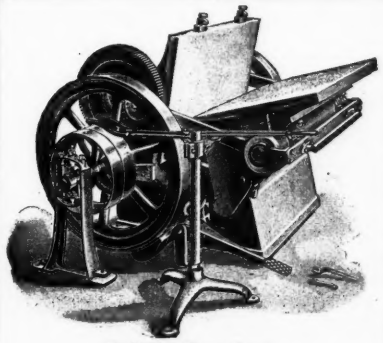
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Profit papers of superior quality. Moderate price. Will be pleased to mail SAMPLES.

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The Cost of Production can only be Reduced by



Built in Five Sizes
From 20 x 30 in. to 30 x 44 in.

the installation of efficient and accurate equipment

Gally "Universal" Cutters *and* Creasers

do more and better work, unequaled in power and strength.

For cutting and creasing, the M. Gally "Universal" is known and recognized everywhere as the one **reliable** and **dependable.**

Adapted for either stamping or paper-box cutting. Is so constructed as to insure economical maintenance and operation, therefore must necessarily be a satisfactory press.

When adding new equipment or replacing, use the "Universal."

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Sole Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg.

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200 Summer Street, Boston, Massachusetts

SIGN AND MAIL THIS COUPON. WE WILL RENDER BILL AFTER YOU HAVE RECEIVED THE FIRST NUMBER.

National Arts Publishing Co.
Publishers, *The Graphic Arts*
200 Summer St., Boston

Gentlemen: Date_____

Please enter subscription to The Graphic Arts for one year, rendering bill after you have mailed the first number.

Yours truly,

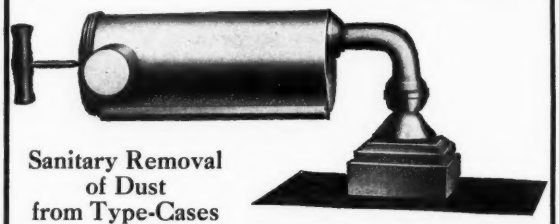
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The Printer Can Not Afford to Overlook This Proposition

This Type-Case Cleaner—THE VACUO-BELLOWS—has proven its worth among printers who like cleanliness and health.



Sanitary Removal of Dust from Type-Cases

It is far more convenient than the old bellows; you can clean out a type-case in the *rack* or *cabinet*, *quicker* than you can *anywhere* with old bellows.

When the *HEALTH* of your composing-room force is considered, IT IS A GODSEND.

We repeat that stereotyped phrase, "No printing-office should be without one," because it is being daily said to us.

Write us for particulars and prices.

We will send our booklet—"*The Enemy of Dusty Type-cases.*"

Feeny-Nossett Mfg. Co.
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MAGAZINE

NOT A NEWSPAPER

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$15.50 a Week Increase in Wages

A Chicago hand compositor got tired of working for the then job scale of $19.50.

Within the last four years he made the plunge and became a student at

The Inland Printer Technical School

Since that time his wages have risen steadily until now he is earning $35 a week.

Not everybody can do so well. But any union printer can go part of the road this man has traveled. There will be more machines than ever. Make up your mind to catch on. This is the School that will show you how. It has the endorsement of the I. T. U.

Send Postal for Booklet "Machine Composition"
and learn all about the course and what the students say of it.
The Thompson Typecaster taught without extra charge.

Inland Printer Technical School

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insist upon having your ticket read via the

Grand Trunk
Railway System

The Longest Double Track Route under One Management in the World

Solid Vestibule Trains of Coaches and Sleeping Cars reach CHICAGO, LONDON, HAMILTON, TORONTO, MONTREAL, QUEBEC, PORTLAND, BOSTON, BUFFALO, PHILADELPHIA, NEW YORK and the principal business centers of Ontario, Quebec and the Maritime Provinces.

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MEALS SERVED A LA CARTE

For Fares, Time-tables, etc., apply to
H. G. ELLIOTT, First Asst. G. P. A., 135 Adams St., Chicago

The Printing Art

PUBLISHED MONTHLY

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Business folk are interested in printing.
Advertisers handle printing every day.

All are bound to be concerned with the presentations appearing every month in THE PRINTING ART. These are representative of the best in the American field and are full of suggestion, and inspiration to better work.

Besides, the text pages offer a variety of helpful reading—as for instance the article on "The Watermarking of Papers" in the December number, illustrated by original color plates. THE PRINTING ART for 1911 will help to make it A Happy New Year. Three dollars in this country. Sample copy mailed on request.

THE PRINTING ART
Issued by The University Press
Cambridge, Mass., U. S. A.

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That is the slogan of former President Fell of the United Typothetae. It is the best and most effective utterance of a man who has the habit of saying pat and pertinent things.

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"Building and Advertising a Printing Business"

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It costs $1—really worth $25.

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The I. T. U. Course of Instruction in Printing

is not intended to make printers, but it does aid compositors to become better printers. Its students are taught the art principles that underlie display and decorative typography. They learn by doing, and the ordinary commercial work of the day (in type, or in sketches where type is not available) is also criticized painstakingly and in a scientific manner.

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"The man working at the printing business who is between 25 and 50 years of age that doesn't take up the I. T. U. Course is missing the chance of his life. The instruction is so plain that any one can understand; when the criticism of a lesson reaches the student any doubt as to 'why' he should have made one line shorter or longer is removed; when he reaches nine or ten lessons he about knows 'how.'"

That is strong commendation. and it comes from a man who knows. The Course is just as beneficial to apprentices as to journeymen.

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Sold for less than actual cost—$23 for spot cash, or $25 in installments of $2 down and $1 a week till paid. Each student who finishes the Course receives a rebate or prize of $5 from the International Typographical Union.

CLASSIFIED INDEX TO ADVERTISEMENTS.

ADVERTISING CUTS. PAGE
Herrick Press 615
Stiles, Chas. L..... 614

AGENCIES.
Fonderie Caslon 633

AUTOMATIC FEEDERS.
Dexter Folder Co..... 509

AUTOMATIC PRESSES.
Auto Falcon & Waite Die Press Co..... 501
Automatic Platen Press Co.....498, 499
Autopress Co. 491-492-493
Kidder Press Co..... 628
Meisel Press & Mfg. Co..... 508
Regina Co. 506

BALING PRESSES.
Little Giant Hay Press Co..... 489
Logemann Bros. Co..... 622
Sullivan Machinery Co..... 616

BOOK-FORM CARDS.
Wiggins, John B., Co..... 626

BOOK TRIMMERS.
Sheridan, T. W. & C. B., Co..... 515

BOOKBINDERS' MACHINERY.
Hickok, W. O., Mfg. Co..... 508
Hoole Machine & Engraving Works..... 521
Seybold Machine Co..... 520

BRONZING MACHINES.
Mayer, Robert, & Co..... 631

BUNDLING PRESSES.
Anderson, C. F., & Co..... 626

CARBON BLACK.
Cabot, Godfrey L..... 616

CARBON PAPER.
Mittag & Volger..... 616
Whitfield Carbon Paper Works..... 615

CHEMICALS FOR ENGRAVERS.
National Steel & Copper Plate Co..... 616

COLLATING MACHINES.
Juengst, Geo., & Sons..... 488

COLORS FOR INKS.
Williams Bros. & Co..... 616

COMMERCIAL PHOTOGRAPHERS.
Juergens Bros. Co..... 622

COMPOSING-ROOM FURNITURE.
Hamilton Mfg. Co..... 502

COMPOSING-STICKS.
Star Tool Mfg. Co..... 510

COPPERPLATE ENGRAVING AND PRINTING.
Freund, Wm., & Sons..... 624

COST SYSTEMS.
Wright, Schooley & Morse..... 620

COUNTERS.
Durant, W. N., & Co..... 614

CUTTING AND CREASING PRESSES.
National Machine Co..... 633

CYLINDER PRESSES.
Babcock Printing Press Mfg. Co..... 483
Barnhart Bros. & Spindler..... 483
Cottrell, C. B., & Sons Co..... 528
Miehle Printing Press & Mfg. Co.....Cover
Swink Printing Press Co..... 528
Van Allens & Boughton..... 496
Whitlock Printing Press Mfg. Co..... 617

DIE PRESSES.
Auto Falcon & Waite Die Press Co..... 521
Carver, C. R., Co..... 527

DRAWING FILMS.
Norwich Film 630

DRAWINGS.
Juergens Bros. Co..... 622

DRY-PLATES AND FILTERS.
Cramer, G., Dry Plate Co..... 614

DUPLEX PRESS TENSION FEED.
Paterson, Wm. 524

DUPLEX TRIMMERS.
Seybold Machine Co..... 520

ELECTRIC-LAMP GUARDS.
McGill Mfg. Co..... 510

ELECTRIC MOTORS, ETC.
General Electric Co..... 613
Kimble Electric Co..... 618
Monitor Sales Dept..... 614
Peerless Electric Co..... 527
Robbins & Myers Co..... 508
Sprague Electric Co..... 513
Triumph Electric Co..... 503
Westinghouse Electric & Mfg. Co..... 627

ELECTRIC NEUTRALIZER.
United Printing Machinery Co..... 526

ELECTROTYPERS.
American Electrotype Co..... 630
Dinse, Page & Co..... 618
Globe Engraving & Electrotype Co..... 500
Juergens Bros. Co..... 622
National Electrotype Co..... 624

EMBOSSERS FOR JOB PRESSES.
Orro Mfg. Co..... 508

ENGRAVERS. PAGE
Globe Engraving & Electrotype Co..... 500
Inland-Walton Engraving Co..... 516
Juergens Bros. Co..... 622

ENVELOPES.
Western States Envelope Co..... 623

FOLDING MACHINES.
Brown Folding Machine Co..... 490
Chambers Bros. Co..... 486
Cleveland Folding Machine Co..... 629
Dexter Folder Co..... 509
Maish Mfg. Co..... 528

GAUGE-PINS.
Mcgill, E. L..... 627

GOLD LEAF.
Furman, Jas. H..... 611

HALF-TONE CLEANERS.
Johnson, J. Frank..... 615

HAND PALLET MACHINES.
Hoole Machine & Engraving Works..... 521

INK GLOSS.
Auld, Hampton 614

INK MILLS.
Black-Clawson Co. 615

INKS.
Ault & Wiborg Co..... 488
Furman, Jas. H..... 610
Hellmuth, Charles 503
Jaenecke Printing Ink Co..... 512
Kast & Ehinger..... 503
Levey, Frederick H., Co..... 626
Queen City Printing Ink Co..... 522
Thalmann Printing Ink Co..... 514
Ullman, Sigmund, Co.....Cover

INSTRUCTION.
Bissell College of Photoengraving..... 614
Illinois College of Photography..... 614
Inland Printer Technical School..... 635
I. T. U. Commission..... 637

JOB PRESSES.
Boston Printing Press & Machinery Co..... 629
Chandler & Price Co..... 514
Golding Mfg. Co..... 504
Victoria Platen Press Mfg. Co..... 620

KNIFE GRINDERS.
Keyser, E. C., & Co..... 614

LINOTYPE ACCESSORIES.
Chicago Lino-Tabler Co.....Insert

LITHOGRAPHERS' MACHINERY.
Seybold Machine Co..... 520

LITHOGRAPHERS' MACHINERY AND SUPPLIES.
Mayer, Robert, & Co..... 631

MACHINISTS.
B. & A. Machine Works..... 613

MAILERS.
Dick, Rev. Robert, Estate..... 613
Wing, Chauncey 629

MECHANICAL OVERLAYS.
Watzelhan & Speyer..... 627

MERCANTILE AGENCY.
Typo Mercantile Agency..... 620

METALS FOR ENGRAVERS.
American Steel & Copper Plate Co..... 616
National Steel & Copper Plate Co..... 616
Star Engravers' Supply Co..... 616

MONOTYPE KEYBOARD PAPER.
Colonial Co. 614

NEWSPAPER PRESSES.
Goss Printing Press Co..... 482

NUMBERING MACHINES.
American Numbering Machine Co..... 627
Wetter Numbering Machine Co..... 633

OFFSET PRESSES.
Harris Automatic Press Co..... 507
Scott, Walter, & Co..... 625

PAGING AND NUMBERING MACHINES.
Hoole Machine & Engraving Works..... 521

PAPER.
Albemarle Paper Mfg. Co..... 622
Beckett Paper Co..... 519
Butler, J. W., Paper Co.....481-497
Central Ohio Paper Co..... 614
Crane, Z. & W. M..... 635
Detroit Sulphite Pulp & Paper Co..... 618
Mittineague Paper Co..... 505
Niagara Paper Mills..... 512
Parker, Thomas & Tucker Paper Co..... 633
Parsons Trading Co..... 527
Rising, B. D., Paper Co..... 511
Warren, S. D., & Co..... 615
White, James, Paper Co..... 629
Woronoco Paper Co..... 525

PAPER-CUTTER KNIVES.
Coes, Loring, & Co..... 494

PAPER CUTTERS.
Dexter Folder Co..... 509
Oswego Machine Works..... 517
Peerless Printing Press Co..... 511
Seybold Machine Co..... 520
Sheridan, T. W. & C. B., Co..... 515

PAPER MILL MACHINERY. PAGE
Seybold Machine Co..... 520

PAPER TESTING.
Electrical Testing Laboratories..... 614

PERFORATORS.
Burton's, A. G., Son..... 630

PHOTO SCALE.
Prior's Automatic Photo Scale..... 621

PLATE-MOUNTING SYSTEMS.
Challenge Machinery Co..... 504
Rouse, H. B., & Co..... 518

PRINTERS.
Shepard, Henry O., Co.....Insert

PRINTERS' MACHINERY.
Seybold Machine Co..... 520

PRINTERS' MACHINERY AND SUPPLIES.
Driscoll & Fletcher..... 614

PROOF PRESSES.
Shniedewend, Paul, & Co..... 521
Wanner, A. F., & Co..... 500

PUBLICATIONS.
American Pressman 621
American Printer 615
Bishop's Order Book..... 615
Building and Advertising a Printing Business 636
Caxton Magazine 621
Deutscher Buch- und Steindrucker..... 621
Freie Kunste 621
Graphic Arts 639
Inland Stationer 634
Letters and Letter Construction..... 640
Metalography 621
National Lithographer 621
Nichols' Order Book..... 613
Paper Dealer 615
Printing Art 636
Process Engravers' Monthly..... 621

PUNCHES.
Tatum, Sam'l C., Co..... 632

QUOINS.
Hempel, H. A..... 613

RAILROADS.
Grand Trunk Railway System..... 636

ROLLER-MAKING MACHINERY.
Rowe, James 618

ROLLER-WASHING ATTACHMENT.
Crump Roller Washing Attachment Co..... 620

ROLLERS.
Bingham's, Sam'l, Son Mfg. Co..... 489
Buckie Printers' Roller Co..... 506
Van Bibber Roller Co..... 614

ROTARY PRESSES.
Hoe, R., & Co..... 619

ROUGHING.
Shepard, Henry O., Co..... 614

RULING MACHINES.
Hickok, W. O., Mfg. Co..... 508

SAWS.
Miller Saw-Trimmer Co..... 523
Murray Machinery Co..... 632

SHADING FILMS.
American Shading Machine Co..... 616

STEEL-DIE ENGRAVING AND EMBOSSING.
Freund, Wm., & Sons..... 624

STEREOTYPERS.
Dinse, Page & Co..... 618
Juergens Bros. Co..... 622

TAGS.
Dennison Mfg. Co..... 487

TARCOLIN.
Delete Chemical Co..... 616

THREAD STITCHERS.
Fuller, E. C., Co..... 485

TIME RECORDERS.
Calculagraph Co. 524

TYPE-CASE CLEANERS.
Feeny-Nossett Mfg. Co..... 634

TYPE METALS.
Batchford, E. W., Co..... 616

TYPECASTING MACHINES.
Thompson Type Machine Co..... 631
Universal Automatic Type-casting Machine Co. 510

TYPEFOUNDERS.
Keystone Type Foundry.....Insert

TYPESETTING MACHINES.
Gutenberg Machine Co..... 495
Mergenthaler Linotype Co.....Cover

VARIABLE-SPEED COUNTERSHAFT.
Hawkeye Mfg. Co..... 616

WASTE CANS.
Justrite Mfg. Co..... 626

WIRE LOOPS.
Wire Loop Mfg. Co..... 614

WIRE STITCHERS.
Acme Staple Co..... 624
American Typefounders Co..... 628
Beck, Charles, Co..... 501
Latham Machinery Co..... 503

TABLE OF CONTENTS—JANUARY, 1911.

PAGE

A Boost (poem) ... 573
Adjusting Prices to Your Cost-finding, Go Slow in ... 530
Apprentice Printers' Technical Club ... 532
Barnyard Pathos ... 593
Blame for Printers' Errors Shifted to the Customer ... 551
Business Lost, but Profit Gained ... 605

BUSINESS NOTICES:

Canadian Lino-Tabler Installations ... 607
Danish Bond Paper, The — B. D. Rising Paper Company ... 606
Economic Attachment for a Linotype, An ... 608
Is This the Largest Electrotype Ever Made in One Piece? (illustrated) ... 608
Kent Matrix Reshaper and Linotype Emblems (illustrated) ... 606
Latham Machinery Company's New Catalogue ... 609
Lock Up the Light with Loxon Guard (illustrated) ... 606
Money in Waste Paper if Handled Right ... 608
New Book on Lettering and Design, A ... 609
New Factory of the "Kavmor" Automatic Printing Press Company (illustrated) ... 607
Non-curling Gummed Paper ... 606
Printers' Cost Accounting ... 608

Canada's New Superintendent of Printing ... 569
Colors, Harmony of ... 570

CONTRIBUTED ARTICLES:

Apprentice Printers' Technical Club, No. II ... 532
Coöperation the Saving Force in the Printing Trade ... 529
Coöperative Fire Insurance ... 600
Customer-catching — The Wrong Bait ... 531
Dangers of Credit, The ... 591
Dawn of a New Day, The ... 542
Harmony of Colors ... 570
Language Whims and Fallacies ... 540
Scientific Color in Practical Printing (illustrated) ... 552

Coöperation the Saving Force in the Printing Trade ... 529

CORRESPONDENCE:

Competition and Cost Accounting ... 545
Cost Agitation and Coöperation, The ... 545
Ellick's New York Lecture ... 545
Future of the Compositor, The ... 547
"Punctuation and Capitalization" and Its Review ... 546
That One Great Organization ... 546

COST AND METHOD:

Ben Franklin Club Educational Work ... 588
Ben Franklin Club Reëlects Hartman ... 588
Coöperation of Printers and Engravers Desirable ... 589
Ellick in New York ... 587
Pacific Coast Printers' Congress ... 588
Printer Who Is Satisfied with His Cost System, A ... 586
Resolutions ... 586
Southwestern Cost Congress ... 587
Suggestion, A ... 586
United Typothetæ's Big Campaign ... 587

Cost System at Work, The ... 576
Customer-catching — The Wrong Bait ... 531
Dangers of Credit, The ... 591
Dawn of a New Day, The ... 542
Development and Test of Character, The ... 565
Discriminating Socialism ... 575
Does the Editor Run the Paper or Does the Paper Run the Editor? ... 535
Don't Wait for the Receiver to Do It ... 532

EDITORIAL:

Employees' Insurance Scheme of the United Typothetæ ... 538
Good Works of the Pressmen's Union ... 537
Shortening the Work-day in Great Britain ... 538
"Slugging" the Output of Employees ... 537
Trade Association, Value of ... 538

PAGE

Value of a Slight Error ... 538
Wages of Union Employees ... 539

Fatal Double Meaning, The ... 543
Fire Insurance, Coöperative ... 600
Foreign Graphic Circles, Incidents in (illustrated) ... 549
Fourth Annual Meeting of the Printers' League of New York ... 574
Good Air Inside ... 542
Harmony of Colors ... 570
He Did the Right Thing ... 597
Houston Leading the Way ... 565
How Editors Get Rich ... 543

ILLUSTRATIONS:

An American Type ... 534, 535
Calling the Roll ... 531
Cleopatra ... 541
Just "Subs" ... 536
Latest in Linos, The ... 596
Lost in a Great City ... 587
Peace ... 539
Printers' Marks ... 544

Incidents in Foreign Graphic Circles (illustrated) ... 549
Indian Names ... 583
Inkless Printing ... 548
Inks May Cost More ... 569

JOB COMPOSITION ... 554

Keep the Profit of Your Own Efficiency ... 535
Language of Chicago "Graduate" ... 597
Language Whims and Fallacies ... 540

MACHINE COMPOSITION:

Clutch Adjustments ... 596
Keyboard Fingering ... 594
Linotype Ad. Contest ... 597
Machine Stops with a Jerk ... 596
Matrices Refusing to Respond ... 595
Metal Runs Hot and Cold ... 595
Pot Adjustments ... 596
Recent Patents on Composing Machinery ... 597

Machinery Is Better Idle Than Working to Lose Your Money ... 532

NEWSPAPER WORK:

Advertising Rates in Washington ... 578
Ad.-setting Contest No. 30 ... 578
Booster Edition for Key West ... 578
Building Up a Town ... 579
Changes of Ownership ... 583
Christmas Issue of the Christchurch *Press* ... 579
Cost of Producing Advertising ... 580
Daily Newspaper for Children ... 578
Deaths ... 583
Getting Results for Advertisers ... 581
Good Ad. Display ... 579
Mrs. Michaelis Wins ... 580
New Canadian Service ... 578
New Publications ... 583
News Notes ... 582
Newspaper Criticisms ... 581
Novel Envelope, A ... 582
Newburgh *Press* Twenty-five Years Old ... 578
Progressive Newspaper League ... 579
Subscription Voting Contests Everywhere ... 577
The Man — The Field ... 582
"Tip" and "Pull" Man of the Chicago *Tribune*, The (illustrated) ... 577
Twenty-fifth Anniversary Number ... 580

OBITUARY:

John Armstrong ... 598
George Bissell Arnold ... 599
Henry Lindenmeyr ... 599
William Henry Wagner ... 598

Overcapacity, Look Out for ... 565
Oysters Plural (illustrated) ... 573

PAPER-BOX MAKING:

Butter Boxes in Australia ... 585
Boxes Formed of a Single Piece ... 585
Holiday Boxes ... 585
Notes ... 585
Trade Names ... 584

PAGE

Please Don't Fight ... 609
Postage-stamp Machine ... 576
Practical Printing, Scientific Color in (illustrated) ... 552

PRESSROOM:

Bartolozzi Red ... 566
Corn-starch to Prevent Offset ... 566
Fire Risk in Printing-plants ... 568
High-class Presswork ... 567
Imperfect Register of Ruled Blanks ... 568
Slurring of a Vignette Cut ... 566
Specimen of Offset-press Work ... 566
Tearing of the Web on Rotary Presses, The ... 567
To Make Ink Print Glossy ... 566
Tympan for Process Cuts ... 567
Varnishing Gives a Higher Finish to Postcards ... 567

Printers' League of New York, Fourth Annual Meeting of the ... 574

PRINTERS' HOMES:

J. W. Cline ... 604
Al. Heslop ... 566
H. F. Miller ... 590
W. E. Orr ... 597
F. L. Starks ... 595
E. L. Traylor ... 594
Herman O. Waters ... 548

PROCESS ENGRAVING:

A Debt Due the Photoengraver ... 572
Asphaltum of Increased Sensitiveness ... 572
Enamel on Steel ... 571
Engraving Coffin Plates ... 572
"Flashing" or "Padding" ... 571
Penrose's Pictorial Annual for 1910 ... 572
Splitting Paper ... 573
Transferring Solution ... 571
Turning Negatives, A Difficulty ... 573

PROOFROOM:

Guides for Use of Accents ... 592
Lists of Variant Spellings ... 592
Meaning of Aspiration, The ... 592
Prudential Style-book, The ... 592

QUESTION BOX:

Dictionary of Printing ... 576
Storing and Filing Cuts ... 576
Taking Creases Out of Sheepskin ... 576

Scientific Color in Practical Printing (illustrated) ... 552
Second-class Rates Again ... 593
SPECIMEN REVIEW ... 561
Strike on London *Times* ... 543
Telephone, Marvels of the ... 543
That Despicable "O" ... 575
That Two Per Cent for Cash ... 585
They Reform Spelling Even in Boston ... 542
Title-pages Submitted in Contest, Criticism of ... 554
"To-day I'm Fifty-five" (poem) ... 583

TRADE NOTES:

Another Graphic Arts Club ... 602
"Big Six" Ball, The ... 604
Five-year Contract in Chicago ... 603
Fined for Altering Artists' Drawing ... 602
General Notes ... 605
Getting Together in Scotland ... 602
Hartel Color-plate Engraving Company ... 602
Interesting Copy ... 602
Plea for Pressmen's Home, A ... 602
Promotion of a Comp., The ... 605
Printer Minstrelsy ... 603
Recent Incorporations ... 605
"Recollecting" the Good Old Days ... 602
State Forced to Make Better Offer ... 602
United Typothetæ's Benefit Scheme ... 603

'Twas Ever Thus ... 585
Typographical Errors ... 597
Unterrified, But — ... 593
Wages in German Lithographic Industry ... 551
What It Looked Like to Her ... 575
Whirl of Business, The ... 560

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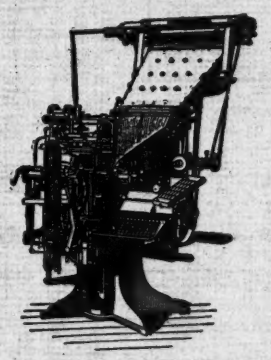
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INDEX TO ADVERTISEMENTS.

	PAGE
Acme Staple Co	624
Albemarle Paper Mfg. Co	622
American Electrotype Co	630
American Numbering Machine Co	627
American Pressman	621
American Printer	615
American Shading Machine Co	616
American Steel & Copper Plate Co	616
American Type Founders Co	628
Anderson, C. F., & Co	626
Auld, Hampton	614
Auto Falcon & Waite Die Press Co	501, 521
Automatic Platen Press Co	498-499
Autopress Co	491-492-493
B. & A. Machine Works	613
Babcock Printing Press Co	483
Barnhart Bros. & Spindler	483
Beck, Charles, Paper Co	501
Beckett Paper Co	519
Bingham's, Sam'l, Son Mfg. Co	484
Bissell College of Photoengraving	614
Black-Clawson Co	615
Blatchford, E. W., Co	616
Boston Printing Press & Machinery Co	629
Brown Folding Machine Co	490
Buckie Printers' Roller Co	506
Burton's, A. G., Son	630
Butler, J. W., Paper Co	481, 497
Cabot, Godfrey L	616
Calculagraph Co	524
Carver, C. R., Co	527
Caxton Magazine	621
Central Ohio Paper Co	614
Challenge Machinery Co	504
Chambers Bros. Co	486
Chandler & Price Co	514
Chicago Lino-Tabler Co	Insert
Cleveland Folding Machine Co	629
Cees, Loring, & Co	494
Colonial Co	614
Cottrell, C. B., & Sons Co	528
Cramer, G., Dry Plate Co	614
Crane, Z. & W. M	635
Crump Roller Washing Attachment Co	620
Dennison Mfg. Co	487
Detroit Sulphite Pulp & Paper Co	618
Deutscher Buch- und Steindrucker	621
Dexter Folder Co	509
Dick, Rev. Robert, Estate	613
Dinse, Page & Co	618
Driscoll & Fletcher	614
Durant, W. N., Co	614
Electrical Testing Laboratories	614
Foeny-Nossett Mfg. Co	634
Fonderie Caslon	633
Freie Kunste	621
Freund, Wm., & Sons	624
Fuller, E. C., Co	485
Furman, Jas. H	610, 611
General Electric Co	613
Globe Engraving & Electrotype Co	500
Golding Mfg. Co	504
Goss Printing Press Co	482
Grand Trunk Railway System	636
Graphic Arts	634
Gutenberg Machine Co	495
Hamilton Mfg. Co	502
Harris Automatic Press Co	507
Hawkeye Mfg. Co	616
Hellmuth, Charles	503
Hempel, H. A	613
Herrick Press	615
Hickok, W. O., Mfg. Co	508
Hoe, R., & Co	619
Hoole Machine & Engraving Works	521
Illinois College of Photography	614
Inland Printer Technical School	635
Inland Stationer	634
Inland-Walton Engraving Co	516
I. T. U. Commission	637
Jaenecke Printing Ink Co	512
Johnson, J. Frank	615
Juengst, Geo., & Sons	488
Juergens Bros. Co	622
Justrite Mfg. Co	626
Kidder Press Co	628
Kimble Electric Co	618
Latham Machinery Co	503
Levey, Fred'k H., Co	626
Little Giant Hay Press Co	489
Logemann Bros. Co	622
McGill Mfg. Co	510
Maish Mfg. Co	528
Mayer, Robert, & Co	631
Megill, Edw. L	627
Meisel Press & Mfg. Co	508
Mergenthaler Linotype Co	Cover
Metalography	621
Miehle Printing Press & Mfg. Co	Cover
Miller Saw-Trimmer Co	523
Mittag & Volger	616
Mittineague Paper Co	505
Murray Machinery Co	632
National Electrotype Co	624
National Lithographer	621
National Machine Co	633
National Steel & Copper Plate Co	616
Niagara Paper Mills	512
Norwich Film	630
Orro Mfg. Co	508
Oswego Machine Works	517
Paper Dealer	615
Parker, Thomas & Tucker Paper Co	633
Parsons Trading Co	527
Paterson, Wm	524
Peerless Electric Co	527
Peerless Printing Press Co	511
Printing Art	636
Process Engravers' Monthly	621
Queen City Printing Ink Co	522
Regina Co	506
Rising, B. D., Paper Co	511
Robbins & Myers Co	508
Rouse, H. B., & Co	518
Rowe, James	618
Scott, Walter, & Co	625
Seybold Machine Co	520
Sheridan, T. W. & C. B., Co	515
Shniedewend, Paul, & Co	521
Sprague Electric Co	513
Star Engravers' Supply Co	616
Star Tool Mfg. Co	510
Stiles, Chas. L	614
Sullivan Machinery Co	616
Swink Printing Press Co	528
Tarcolin	616
Tatum, Sam'l C., Co	632
Thalmann Printing Ink Co	514
Thompson Type Machine Co	631
Triumph Electric Co	503
Typo Mercantile Agency	620
Ullman, Sigmund, Co	Cover
United Printing Machinery Co	526
Universal Automatic Type-casting Machine Co	510
Van Allens & Boughton	496
Van Bibber Roller Co	614
Victoria Platen Press Mfg. Co	620
Wanner, A. F., & Co	500
Want Advertisements	610
Warren, S. D., & Co	615
Watzelhan & Speyer	627
Western States Envelope Co	623
Westinghouse Electric & Mfg. Co	627
Wetter Numbering Machine Co	633
White, James, Paper Co	629
Whitfield Carbon Paper Works	615
Whitlock Printing Press Mfg. Co	617
Wiggins, John B., Co	626
Williams Bros. & Co	616
Wing, Chauncey	629
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Woronoco Paper Co	525
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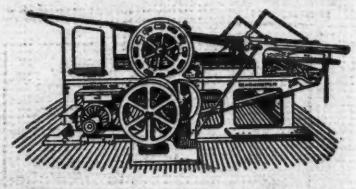
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COPENHAGEN—Lange & Rasschou

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RIO JANEIRO—Emile Lambert
HAVANA—Francisco Arredondo
TOKIO—Teijiro Kurosawa

The Miehle

The following is a list of Miehle Presses shipped during the month of *November, 1910*



THIS LIST SHOWS THE CONTINUED DEMAND FOR MIEHLE PRESSES.

United States Printing Co.....New York city..... 2
Previously purchased for this and other branches forty Miehles.

C. E. Sheppard Co.....New York city..... 2
Previously purchased one Miehle.

Ransom Printing Co.....Moline, Ill. 1

The Homestead Co.....Des Moines, Iowa... 1
Previously purchased three Miehles.

Labor Publishing Co.....St. Louis, Mo..... 1

Randall-Ford Co.....St. Paul, Minn..... 2
Previously purchased three Miehles.

A. H. Sickler Co.....Philadelphia, Pa. 1
Previously purchased five Miehles.

J. C. Pierce Printing Co.....Greensboro, N. C.... 1

The National Carbon Coated Paper Co. .....Sturgis, Mich. 1

Massey-Harris Co.....Toronto, Ont. 1
Previously purchased one Miehle.

F. C. Blied & Co.....Madison, Wis. 1
Previously purchased one Miehle.

The Gazette Publishing Co.....Springfield, Ohio ... 1
Previously purchased one Miehle.

Hofbuchdruckerei C. Dunnhaupt..Dessau, Germany ... 1

Gesellschaft fin graphische Industrie .....Vienna, Austria ... 2
Previously purchased one Miehle.

Trow Directory Printing & Book Binding Co.....New York city..... 1
Previously purchased three Miehles.

Schlau, Burnett & Co.....Chicago, Ill. 1
Previously purchased two Miehles.

Appeal Publishing Co.....Atlanta, Ga. 1

Osborn Paper Co.....Marion, Ind. 1
Previously purchased three Miehles.

Peterson & Kimball Co.....Chicago, Ill. 1
Previously purchased two Miehles.

B. J. Cannon.....Milwaukee, Wis. 1
Previously purchased three Miehles.

John E. Mangan.....St. Louis, Mo..... 1

W. F. T. Bushnell Co.....Aberdeen, S. D..... 1
Previously purchased two Miehles.

The Springfield Publishing Co.....Springfield, Ohio ... 1
Previously purchased one Miehle.

Corbitt Railway Printing Co.....Chicago, Ill. 1
Previously purchased four Miehles.

Barnard & Miller.....Chicago, Ill. 1

The Wallace Press.....Chicago, Ill. 1

Lumbermen Printing Co.....Seattle, Wash. 1
Previously purchased one Miehle.

The Miln-Bingham Ptg. Co.....Toronto, Ont. 1
Previously purchased two Miehles.

The Cramer-Krasselt Co.....Milwaukee, Wis. 1
Previously purchased five Miehles.

Senatens Tryckeri .....Helsingfors, Finland. 2
Previously purchased one Miehle.

Regensteiner Colortype Co.....Chicago, Ill. 6
Previously purchased twenty-one Miehles.

Mitchell Printing Co.....Minneapolis, Minn... 1
Previously purchased two Miehles.

War Ministry .....Madrid, Spain 1

The Dorsey Printing Co.....Dallas, Tex. 3

Wm. Kuehn & Co.....Baltimore. Md. 1

A. T. De La Mare Ptg. & Pub. Co.New York city..... 1
Previously purchased eight Miehles.

Williams Printing Co.....New York city..... 1
Previously purchased seventeen Miehles.

Noble Scott .....Toronto, Ont. 1

Chas. A. Loring.....Boston, Mass. 1

F. S. Webster Co.....Boston, Mass. 1

Chas. Weinhagen & Co.....St. Paul, Minn..... 1
Previously purchased one Miehle.

Imprimerie des Postes Telegraphes Paris, France 1

Van Rees Press.....New York city..... 1
Previously purchased two Miehles.

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